

SEARS

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SPRING AND SUMMER, 1959

SEARS, ROEBUCK AND CO.
Chicago 7, Illinois

Satisfaction guaranteed or your money back



Waist

lines

are

up

A
\$9.84

B
\$12.80

C
\$6.84

Newest Shape of the Jacketed Dress . . (at right), deftly eased and underscored by a lifted waistline. In Dacron[®] and rayon . . looks and feels like fine sheer wool, perfect for year 'round wear! Jacket is banded all around. Dress has abbreviated bodice; in back . . scoop neckline, long zipper, kick pleat; 2-inch hem. Dress and jacket fully lined. Dry clean. Hat and jewelry sold on page 9. For gloves, see page 74. *Misses' sizes* 10, 12, 14, 16, 18. *State size*. Shpg. wt. 2 lbs. T 31 Y 7357—Geranium rose \$18.50 T 31 Y 7358—Navy \$18.50

..the rise of a new fashion

A High Waistline, Textured Cotton . . Top Fashion Billing.

Soft pleats and bow place the waist under a high tiny bodice. The skirt is gathered loosely in back from a high narrow band. Vibrantly printed cotton hogsbacking. Button-back bodice; back slit; 2-in. hem. Hand wash separately. *Fits Juniors and Misses' . . State size* 7-8, 9-10, 11-12, 13-14, 15-16. Shpg. wt. 1 lb. Bow clip sold on page 10.

T 31 Y 6234—Blue and bright green on aqua. \$9.84

T 31 Y 6235—Olive green on light beige. 9.84

B The Sophisticated Black Crepe raises its waistline. The skirt falls easily into a tapered line from high shirred drawstring-effect. Dress is semi-lined. The fabric is acetate and rayon crepe that looks like fine silk. Dry clean.

Fits Juniors and Misses' . . State size 9-10, 11-12, 13-14, 15-16, 17-18. Shpg. wt. 1 lb. For hat, jewelry, shoes see p. 21.

T 31 Y 7360—Black \$12.80 T 31 Y 7361—Navy blue \$12.80

C The Belt Reaches a New High revealing a very flattering line . . nubby textured rayon (44%), acetate (44%) and silk (12%). Dress has detachable dicky, inverted bodice pleat in back; kick pleat; 2-inch hem. Hand wash separately.

Fits Juniors and Misses' . . State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. For beret, see page 7. For shoes, see page 15.

T 31 Y 3594—Ivory beige. Shpg. wt. 1 lb. 4 oz. \$6.84

T 31 Y 3595—Turquoise blue. Shpg. wt. 1 lb. 4 oz. 4.84

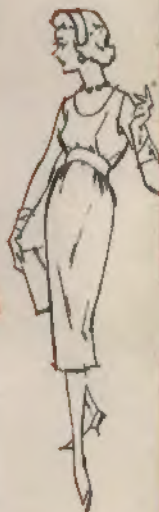
For shipping information on items on these two pages see page 20
Measure information and charts in blue section in back of book



Soft Clutch Bag of genuine leather has wide arched zipper in flap. Rayon moiré lining and coin purse. Mirror in pocket. About 11½x4½ in. 10% Federal Excise Tax included. Shpg. wt. 14 oz.
88 Y 3426—Cornflower blue
88 Y 3436—White
Each. \$3.97

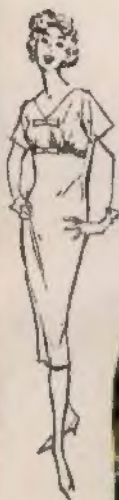
Beguiling Bow Pump. Leather mole and little 2½-inch heel. *Sizes*: B (medium) 5½, 6, 6½, 7, 7½, 8, 8½ and 9. *Please state size*. Shpg. wt. 1 lb. 9 oz.
T 34 Y 8491A—Cornflower blue
T 34 Y 8492A—Scarlet red calf
T 34 Y 8493A—Bone calf
T 34 Y 8494A—White calf
Each pair. \$4.77

\$18.50



The fresh Spring Greens

borrowed from nature



A *Print Ensemble*... rayon (70%) and silk (30%) surah. Slim dress and fully lined jacket with the new high-waisted look. Inner waistband shapes dress front, eases the back... lined to hips. Long back zipper; kick pleat; 2-in. hem. Dry clean. Gloves sold in glove section.

Slate size. Shpg. wt. 1 lb. 8 oz.

Misses' sizes 12, 14, 16, 18, 20.

T 31 Y 7859-Spring green... \$17.00

T 31 Y 7860-Bright blue... 17.00

Half sizes 14½, 16½, 18½, 20½, 22½.

T 31 Y 7984-Spring green... \$18.00

T 31 Y 7985-Bright blue... 18.00

B 65% Dacron and 35% Cotton with permanently embossed scallops... automatic wash and wear... machine wash (see page 33). Dress has set-in waistband with elastic at sides; back zipper; kick pleat; 3-inch hem. Wt. 1 lb. 2 oz.

Fits Juniors and Misses... Slate size

7-8, 9-10, 11-12, 13-14, 15-16.

T 31 Y 5162-Spring green... \$9.54

T 31 Y 5163-Light beige... 9.54

T 31 Y 5164-Pale lilac... 9.54

Half sizes 14½, 16½, 18½, 20½.

22½. Measure, order correct size.

T 31 Y 5910-Spring green... \$10.54

T 31 Y 5911-Light beige... 10.54

T 31 Y 5912-Pale lilac... 10.54



Long sold
on
page 17



Flare Silhouette with a free and easy fascinating swing. 2-pc. dress in a fine combed cotton that has a subtly textured surface. Top buttons in back. Gently flared skirt has camisole top, back zipper, 2-in. hem. Hand wash separately.

Fits Juniors and Misses. . . . *State size* 7-8, 9-10, 11-12, 13-14, 15-16. Shpg. wt. 1 lb. 3 oz.
T 31 Y 6236—Spring green
T 31 Y 6237—Peacock blue
 Each . . . \$10.84

Imported Pure Linen fashioned in a dress of simple, classic lines. The shirtwaist, gently bloused over a slim skirt, has fringed collar and neckline. Dress is lined to hips; back kick pleat; 2-inch hem. Hand wash separately. Hat sold in hat section. *Measure; order correct size.*

Misses' sizes 10, 12, 14, 16, 18. Shipping weight 1 lb. 2 oz.
T 31 Y 7338—Spring green
T 31 Y 7339—Light brown
 Each . . . \$13.00

ACCESSORIES SHOWN ON OPPOSITE PAGE

The Hat for Spring is a joyous creation with a brim that's wide and wonderful. Fine sewn straw braid with rayon velvet ribbon bowed at back. *State color* beige, light spring green, black, white or navy blue.
T 78 Y 7900—Fits sizes 21½ to 22½ in. Shpg. wt. 2 lbs. 6 oz. . . \$5.97

Ultra Sheer Nylons. *State color* Spring green (for other colors see hosiery section). *State size* 8½, 9, 9½, 10, 10½, 11. Shpg. wt. pair 2 oz.
75Y7044—Seamless with nude heels. Pair 94c; 3 prs. \$2.79; 6 prs. \$5.46
75Y3210—Full fashioned with seams. Pair \$1.51; 3 prs. \$3.30; 6 prs. 6.48

Jewelry. . . . Alive with color. Sprite shapes and hues for spring flattery. Bib adjusts 14-16½ in. 1½ in. drop earring. *State green or blue.* Wt. ea. 2 oz.
4Y3800E—4-row bib. . . . \$1.97 **4Y3801E—Clip earring.** . . . \$1.00
4Y3802E—Expansion bracelet. . . . \$1.97 **4Y3804E—58 in. rope.** . . . 1.97



Hi-line Dress raises your waistline, shapes a new silhouette. Big and little dots scattered with gay abandon on a textured fabric of 75% rayon and 25% silk. The dress is belted high under a brief bodice. The skirt is slim and long-lined. Jewel neckline; long back zipper; back kick pleat; 2-inch hem. Dry clean. Shipping weight 1 lb. 4 oz.
Fits Juniors and Misses. . . . *State size* 7-8, 9-10, 11-12, 13-14, 15-16.
T 31 Y 6238—Spring green and medium green dots on white. . . . \$10.84

Pretty Bonfont in a giddy flower print that comes into bloom on fine Everglaze® cotton. A delightfully young dress, it has a big bow in front with a wide cummerbund effect that circles the waist above a full skirt. Neckline is V'd in back . . . long back zipper. Hand wash separately. *Juniors' sizes* 7, 9, 11, 13, 15. *Order correct size.* Shpg. wt. 1 lb.
T 31 Y 5187—Spring green and gold print on white. . . . \$7.96
T 31 Y 5188—Deep blue and turquoise blue print on white. . . . \$7.96

Measure to be sure . . . see charts in blue section in back of book
 For shipping information on items on these 2 pages, see page 20

NO DOWN PAYMENT needed when you add to your Easy Payment Account . . . see inside back cover

FORMER
 ANDRELLA SEARS 5

The Shirtwaist Dress . . it's

A Hip Bolted dress . . a wonderful new version of the shirtwaist with flattering long lines. In easy-care Arnel and cotton . . hand wash separately; drip dry . . needs little ironing; resists wrinkles. Bodice pocket; unpressed pleated skirt; 2-inch hem. Shipping weight 1 lb. 8 oz. *Fits Juniors and Misses . . State size 7-8, 9-10, 11-12, 13-14, 15-16.*

T 31 Y 4240—Gold paisley print, \$10.84
T 31 Y 4241—Blue paisley print . . 10.84

B Woven Plaid . . gay, summery colors beautifully matched in this classic shirtwaist dress of fine combed cotton. Buttoned cuffs; inverted pleat at back of bodice; unpressed pleats all around the full skirt; 3-inch hem. Hand wash separately. Shipping weight 1 lb. 2 oz.

Misses' sizes 10, 12, 14, 16, 18, 20. Measure; order your correct size.
T 31 Y 3485—Multicolor pastel plaid with matching luster stripes . . . \$8.66

C High Belted shirtwaist, raises the waistline to a new high, gathers the skirt with becoming ease. Fashioned in textured rayon and acetate with tweed-like flecks; wrinkle-resistant. Step-in style; back walking pleat; 2-inch hem. Dry clean. Shipping weight 1 lb. 4 oz.

Fits Juniors and Misses . . State size 7-8, 9-10, 11-12, 13-14, 15-16.
T 31 Y 4242—Dusty green . . . \$9.77
T 31 Y 4243—Light aqua blue . . . 9.77



here to stay!

D Slim Classic... wonderfully wearable! In 100% viscose rayon, a fabric that looks and feels like smooth silk... and it washes! Step-in style with attached tie... in back, a shoulder yoke; soft gathers at waistline; kick pleat, 2-inch hem. Hand wash separately. Order correct size. Wt. 13 oz.
Misses' sizes 10, 12, 14, 16, 18.
T 31 Y 7390—Light pink..... \$12.76
T 31 Y 7391—Light blue..... 12.76



G Grosgrain Ribbon Beret, beautiful, packable rayon casual. *State color white, beige, sun yellow, red or black. Fits all sizes. Shipping weight 8 oz.*
T 78 Y 7830 \$3.97

E Pure Silk Broadcloth and a full skirt of cluster pleats add new beauty to this classic shirtwaist. A dress of unerring taste any place it's worn. Step-in style with shoulder yoke and box pleat at the back of the bodice, 2-inch hem. Hand wash separately. Shpg. wt. 1 lb. 4 oz.
Misses' sizes 10, 12, 14, 16, 18. Be sure to measure; order correct size.
T 31 Y 7861—Light blue
T 31 Y 7862—Coral pink
Each \$18.00

How-to-Measure information in blue section, back of book... Shipping information on page 20



A
\$12.90
10 to 16



B
\$16.50
12 to 20,
14½ to 22½



C
\$7.88
10 to 18

Fashions Forecast a rosy future for Geranium Colors

A **Dropped Bodice Dress** in sheer Dacron[®]. Overpanels on front of bodice; shallow scoop neckline and zipper in back. 4-in. hem. Cotton velvet belt. Hand wash separately; drip dry... needs little ironing. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.* Shpg. wt. 1 lb.
T 31 Y 7350—Geranium pink dots on light pink... \$12.90
T 31 Y 7351—Turquoise blue dots on aqua blue... 12.90

B **The Slim Jockeyed Dress** in nubby-textured rayon and silk... wrinkle-resistant. The cotton lace is dyed to match. Back of dress has low-cut neckline, zipper, kick pleat. 2-in. hem. Dry clean. *State size.*
Misses' sizes 12, 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½.
T 31 Y 7870—Geranium rose T 31 Y 7871—Aqua blue
T 31 Y 7872—Navy blue Shipping weight 2 lbs. 2 pcs. \$16.50

C **The Hatter Dress** in a fine cotton. Lined bodice, cut moderately low in back, zipper to below hips. 2-in. hem. Hand wash separately.
Misses' sizes 10, 12, 14, 16, 18. *State size.* Shpg. wt. 1 lb. 4 oz.
T 31 Y 5458—Geranium print on white; cotton velvet belt... \$7.88

D **Linon-look Dress with Beaded Orion[®] Sweater**... a beautiful, color-matched ensemble. Dress is wrinkle-resistant rayon and Dacron that looks like a fine linen... it is sleeveless, has square neckline in front and back; set-in pockets; fabric belt; back kick pleat; 2-inch hem. Sweater is richly trimmed with hand beading. Hand wash. Shipping weight 2 lbs.
Half sizes 14½, 16½, 18½, 20½, *Misses' sizes* 14, 16, 18, 20, 22½, 24½. *Order correct size.* Please order correct size.
T 31 Y 7987—Geranium pink \$17.50 T 31 Y 7973—Geranium pink \$16.50
T 31 Y 7988—Light blue... 17.50 T 31 Y 7974—Light blue... 16.50

E **The Wonderful Rib Knit Dress** in nubby textured, virgin chenille Orion... washes, keeps its shape, packs with ease. Belt may be worn Empire fashion as shown, or tied classically at the waist. Washable.
Misses' sizes 10, 12, 14, 16, 18. *State size.* Shpg. wt. 1 lb. 6 oz.
T 31 Y 8205—Geranium pink T 31 Y 8206—Light blue
T 31 Y 8207—White 1-pc. dress, \$2.50 down; Eo., cash \$21.50
Organdy Flower Wig Hat... rayon and cotton. Hand made. Final bit of charm for flower-tone fashions. *State color* geranium pink, white, lt. blue.
T 78 Y 7810—Fits all head sizes. Shipping wt. 14 oz. \$7.97

B
\$17.50
14 to 24½
\$16.50
14 to 20



Vari-shaded beads in lovely, muted tones for dress flattery. *State geranium or brown.* Wt. ea. 2 ounces. 10% Fed. Ex. Tax incl.
4 Y 3812E—3 row bib. 13½ to 16 in... \$3.97
4 Y 3813E—1 ¼ -in. clip earrings... \$1.00
4 Y 3814E—Expander 88 Y 1431E—Beige to brown... \$1.97

Ombre Cloth Bag of straw-like cloth. Snap-closed straw-braid ombre flap. Rayon lining; mirror, comb. About 9x4½ in. Price incl. 10% Fed. Ex. Tax. Wt. 1 lb.
88 Y 1420E—Geranium pink to red... \$4.47
88 Y 1431E—Beige to brown... \$4.47

Ombre in Street Pretty pumps crisply fashioned in beech-kissed nylon straw. Leather sole. 2¾-inch heel. *State size.* Shpg. wt. 1 lb. 9 oz.
Sizes: B (medium) width in 5, 5½, 6, 6½, 7, 7½, 8.
T 54 Y 8538A—Geranium pink to red... Pair \$6.77
T 54 Y 8539A—Beige to toast brown. Pair \$6.77

Gloves sold in glove section

E
\$21.50
10 to 16

Measure to be sure... see charts in blue section in back of book
For shipping information on items on these 2 pages, see page 20

1 DePost T.M. for publisher Star * DePost T.M. for agency Star

Weaving a Fashion Story

A Flowering Sheath in vividly colored cotton that has a fine textured surface... needs little ironing, resists wrinkles. Bowed in front for flattery, the dress has a wide square neckline front and back... long back zipper and kick pleat; 2-inch hem. Hand wash separately.

Fits Juniors and Misses... State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 1 pound.

T 31 Y 4239—Spring green, blue and brown on white. \$9.80

B Hi-line Step-In illustrates a fascinating fashion story in new dimensional-look cotton, woven with a basket-weave pattern. Slim dress is belted high, raising the waistline, lengthening the skirt. The skirt has back kick pleat, 2-inch hem. Hand wash separately.

Fits Juniors and Misses... State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 1 pound 4 ounces.

T 31 Y 5175—Spring brown T 31 Y 5176—Turquoise green

T 31 Y 5177—Coral red Each.....\$7.84

Tall Misses' sizes 12T, 14T, 16T. Shpg. wt. 1 lb. 4 oz.

T 31 Y 5635—Spring brown T 31 Y 5636—Turquoise green

T 31 Y 5637—Coral red State size..... Each \$8.94

C A Sheath and Its Jacket in fine basket-weave hopsacking... 100% cotton, needs little ironing, resists wrinkles. Button-back jacket has band around back to give high-belt effect. Dress defines its fitted waistline with plaid piping, scoop neck; back pleat; 2-in. hem. Washable.

Fits Juniors and Misses... State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. Shipping weight 1 pound 4 ounces.

T 31 Y 4629—Turquoise blue dress; light olive green and

turquoise blue woven plaid jacket..... 2 pieces \$7.54

T 31 Y 4630—Geranium red dress; coral, pink and red

woven plaid jacket..... 2 pieces \$7.54

D High-spirited Plaid Sheath likes its plaid big and bold. The fabric is cotton hopsacking in a fine basket-weave... needs little ironing, resists wrinkles. Dress has high all-around bodice band, long back zipper, and kick pleat; 2-inch hem. Washable. Jewelry sold on page 9.

Fits Juniors and Misses... State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 1 pound.

T 31 Y 4619—Spring brown and orange with white highlights

T 31 Y 4620—Medium blue and bright green with white

highlights..... Each \$5.84

E Versatile Jacketed Dress in cotton hopsacking with a basket-weave... needs little ironing, resists wrinkles. Free-swing jacket tops a highwaisted sheath. Dress has striped detailing on its bodice... long back zipper and kick pleat, 2-inch hem. Hand wash separately. State size.

Misses' sizes 10, 12, 14, 16, 18, 20. Shpg. wt. 1 lb. 8 oz.

T 31 Y 5649—Ivory dress; multicolor stripe jacket \$8.50

For Shipping Information, see page 20. How-to-measure information is in the blue section in back of book.



A
\$9.80

B
\$7.84
Tall
Misses'
\$8.94

A Bow for Your Hair... the fashionable way to top coffee and summer cottons. It's made of fine quality cotton broadcloth attached to a comfortable, easy-to-wear head clip that fits everyone. So wonderful, we sell it as a set of two in popular colors... one white, one cornflower blue. Shipping weight 4 oz.

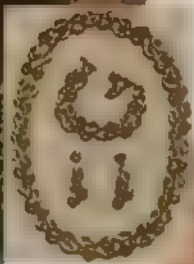
88 Y 8972—Set of 2 for \$2.47

Fashion Focus Jewelry... our dew-drop design in opalescent "moonstone" colors. Necklace adjusts from 13½ to 16½, 15" contour clip earring. 7-in. bracelet. State silver color with blue; gold color with brown or white. Shpg. wt. ea. 3 oz.

4 Y 3809E—Necklace... \$1.97
4 Y 3810E—Earring... 1.97
4 Y 3811E—Bracelet... 1.97
10% Fed. Ex. Tax Incl.

the New Neutral

shades spring and summer
with its rich new tones



Jacketed Dress in a crisp, linen look fabric of rayon. The sleeveless sheath has a square front neckline, cut low in back. Back kick pleat, long zipper and 3-inch hem. Its new raised jacket is belted and finely tucked in front. Hand wash separately. Jewelry sold on page 10. Shpg. wt. 1 lb. 9 oz.

Misses' sizes 10, 12, 14, 16, 18, 20. State size
T 31 Y 5656 Lt. beige jacket, spring brown dress
T 31 Y 5657-Lt. blue jacket, navy dress, each \$8.90
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T. State size
T 31 Y 5616-Lt. beige jacket, spring brown dress
T 31 Y 5617 Lt. blue jacket, navy dress, each \$9.84

Measure and be sure . . . see blue section in back of book



Dress plus Coat heralding fashion's newest neutral. Both in wrinkle-resistant rayon that looks like fine linen. Slim coat is lined in front with acetate taffeta. Under the coat, a relaxed sheath that ties high on the waist. Loose in back with scoop neckline. Back kick pleat, 2-in. hem. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. Order correct size. Shpg. wt. 3 lbs.
T 31 Y 7865-Spring brown dress; gray, brown and black plaid coat
T 31 Y 7866-Peacock blue dress, gray, peacock blue and black plaid coat. Each \$15.70

Beads and gold color links in smart design. *State color* pearl, brown or white simulated pearls.
4 Y 3806E 54-in. rope. Wt. 5 oz. . . . \$4.97
4 Y 3807E 2-in. clip earrings. Wt. 2 oz. 1.00
4 Y 3808E 7-in. 2 row bracelet. Wt. 2 oz. 1.00

Leaf-Clip Hat . . . straw-like cloth, rayon velvet bow, rayon veil. *State color* ferns brown, black, white. Lt. beige or navy. Wt. 8 oz.
T 778 Y 7803-Fits all head sizes \$3.97

Rich, Top-grain Polished Calf Vanity Bag has front tab detail. Inside zipper pocket divides bag into two sections. Rayon lined. About 13½ in. Price includes 10% Fed. Excise Tax. Shpg. wt. 2 lbs. 1 oz.
68 Y 346E Pecan brown \$4.97
68 Y 347E Black \$3.97

Tutrup Sandal Leather sole. 2½ in. heel. Sizer B medium width 5½, 6, 6½, 7, 7½.
8. Please state size. Shpg. wt. 1 lb. 9 oz.
T 54 Y 6267A Pecan brown calf Pair \$6.97
T 54 Y 6266A-White calf . . . Pair \$6.97
T 54 Y 6265A Black patent Pair \$6.97



Embroidered



Embroidered Dots on linen-look rayon and acetate. The dress is a long season fashion—very smart, very wearable. Back has moderate scoop neckline, yoke and long zipper. Slim skirt has side slit, 2 inch hem. Hand wash separately. For hat see page 4.
Misses sizes 10 12 14 16 18. Half sizes 13½, 16½, 18½, 20½, 22½. Style size. Ship. wt. 1 lb. 6 oz.
T 31 Y 5652—Black with white dots \$8.84
T 31 Y 5653—Carnflower (med.) blue, white dots. 8.84



All-over Embroidery on linen-look rayon. A beautiful fabric fashioned in a timeless slim dress that is becoming to every age, every figure. The front of the bodice twinkles with rhinestones. The back has a square cut neckline. Bow and piping are rayon satin. Set-in pockets, back kick pleat, 2-inch hem. Hand wash separately, wrinkle-resistant. Shipping weight 1 lb. 8 oz.
Misses sizes 14 16 18 20. Half sizes 14½, 16½, 18½, 20½, 22½. Order correct size.
T 31 Y 6709—Ivory beige \$10.90
T 31 Y 6710—Powder (light) blue 10.90

Dainty Chevron Patterned Embroidery color-matched on easy-care Dacron® batiste. One of the prettiest, young dresses of the season. Trim bodied front bodice, plain back with V-neckline and split collar. Stay-in pleated skirt, 2-inch hem. Bow trimmed belt buckles. Back hand wash separately. Imports—needs only a touch up ironing, resists wrinkles. Wt. 1 lb. 4 oz.
Misses sizes 10, 12, 14, 16, 18. Order correct size.
T 31 Y 6246—Powder blue \$10.77
T 31 Y 6247—Ivory beige 10.77

These dresses are for polyester lining.

For Shipping Information on merchandise on these two pages, see page 20.

Fabrics enrich wearable, daytime dresses



Deep-toned Embroidery (above) in an all-over pattern on lighter color cotton satin. An exquisite fabric . . . a fashionable high waist silhouette . . . both destined for success. Back of dress is relaxed and pretty with gathers below the yoke: button and zipper closing. Dry clean.
Fits Juniors and Misses
State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 1 pound 2 oz.
T 31 Y 7034—Rose pink on light pink \$12.80
T 31 Y 7037—Medium blue on light blue 12.80

See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk at your Sears Retail Store. See the pages preceding blue section in back of book for information.

Two-tone Border Embroidery (at right) in a lovely flower design so richly stitched it looks like expensive hand embroidery. The fabric is a fine quality cotton batiste, shaded light to dark, and fashioned in a wonderful dress that needs no other adornment than its belt. V neckline in back; unpressed pleated skirt; 5-inch hem. Hand wash. *Order correct size*

Juniors' sizes 7, 9, 11, 13, 15. Shpg. wt. 2 lbs.
T 31 Y 7473—Light and deep lilac . . . \$16.50
T 31 Y 7474—Light and deep mint green 16.50

Measure and Be Sure—how to measure (information and charts in blue section in back of book)

The Pretty Pouch is embroidered with straw braid over rayon lining. Attractive bamboo handle and frame. Made in Japan. About 10x8 inches. Price of bag includes 10% Federal Excise Tax.

88 Y 14038—Natural beige. Wt. 1 lb. 4 oz. . . \$5.47
88 Y 14078—White. Shpg. wt. 1 lb. 4 oz. . . 5.47

Coordinated Glove is top quality double woven nylon. Flower appliques to match bag. About 10 in. long. Hand wash. *State size 6½, 7, 7½, 8*

88 Y 5413—Natural beige. Shpg. wt. 3 oz. . . \$1.97
88 Y 5412—White. Shpg. wt. 3 oz. 1.97





Very Special Fashions..

A Jacketed Evening Sheath
Loose, free swinging jacket over slim sheath. Back has square neckline, long zipper kick pleat down hem. Dry clean. *Misses' sizes* 10, 12, 14, 16, 18, 20. *State size* Wt. 1 lb. 12 oz.

Cotton lace over matching acetate taffeta (shown above)
T 31 Y 8073 Navy beige \$16.50
T 31 Y 8076 Light blue 14.50
Also in rayon and cotton brocade
T 31 Y 8055 Ivory white \$16.50

B Bell Silhouette . . rustling yarn-dyed acetate taffeta that has a subtle silklike luster. Molded bodice (shown high on the waistline). Bell-shaped skirt lined with nylon marquisette. Bonded bodice is lined; long back zipper. State included. Dry clean. *Misses' sizes* 8, 10, 12, 14, 16. *Order correct size*. Shipping weight 2 lbs.
T 31 Y 08002 Aqua blue \$15.50
T 31 Y 08003 Lt. apricot 15.50

C Dotted Party Dress Skirts in like a twinkling star. Printed lucite print dots on sheer, crisp nylon. Bands of satin circle the waist and skirt. V neckline, zipper in back. Lined with acetate taffeta. Dry clean.
Juniors' sizes 7, 9, 11, 13, 15. *State size* Shpg. wt. 2 lb. 8 oz.
T 31 Y 8014 Yellow on white
T 31 Y 8015 Mist blue on white
T 31 Y 8016 Shell pink on white
Each \$14.50

D Flowered Fantasy, bouffant dress of sheer silk organza full lining of acetate taffeta. Shirred midriff. Matching bow and streamers. Low square neck line in back. Nylon net under skirt. Back zipper. Dry clean. For jewelry see page 21.
Fits Juniors and Misses' State size 7, 8, 9, 10, 11, 12, 13, 14, 15, 16. Shpg. wt. 1 lb. 12 oz.
T 31 Y 8027 Turquoise \$15.50
T 31 Y 8028 Geranium rose \$15.50



FOR THOSE WONDERFUL MAGIC MOMENTS!

Long Form Glove—a necessity for true dress elegance. Fine double woven nylon with long, elegant, pointed, wide wrist. Length about 23 1/2 inches. Limited washable. Please state size. 42-45 1/2 46-48 49-52. **BB Y 5401 White** **Pair \$2.97**

White Simulated Pearls change mood into high, glamorous. All with a link, quilted stone, or metal chain. Washable. Size 14-16. **BB Y 5402 White** **Pair \$2.97**

[A] Young Evening Look, a little reminiscent of a dress in nylon net. Front of bodice with intricate taffeta. This is not a over-the-shoulder style. One back zipper. Full nylon net underskirt. Dry clean. **BB Y 5403 White** **Pair \$2.97**

[B] Your Dream Dress—long or short length. Embroidered lace of nylon and acetate with nylon net skirt. White taffeta—longer, longer, longer. Long upper skirt has back kick pleat. Dry clean. For hat see hat selection. **BB Y 5404 White** **Pair \$2.97**

[C] Scooped Lace Dress, tiers of tulle and nylon net over lace. Tulle taffeta—graceful and flattering in every detail. Back—longer, longer, longer. Long upper skirt has back kick pleat. Dry clean. For hat see hat selection. **BB Y 5405 White** **Pair \$2.97**

Dresses on these pages ship by 11:00 am P.M. (Monday, Chicago, Kansas City or Atlanta which ever is nearest. All in postage) on your mail order house. Address—see blue section.

SEARS
ROEBUCK & CO. SEARS 19

[illegible]

\bar{r}	r_f
\$15.50	\$12.00

T 5428507 2011 11 17 3

Scans from <https://christmas.musetechanical.com>

Fashions..

in Beautiful Silk



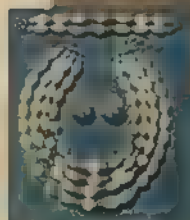
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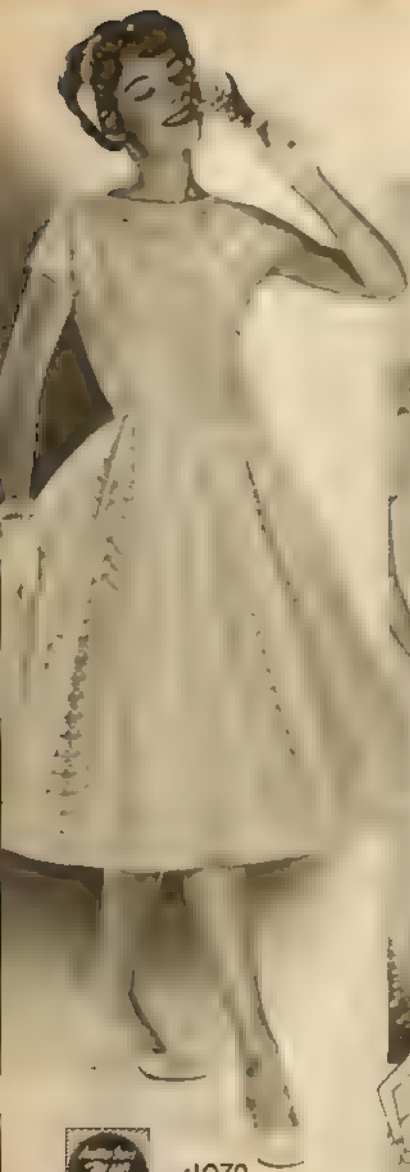


118 50



FORBES
A MODEL SEARS 21

Lace lends its prettiness to the daytime dress



\$10.70
T 10 A
S C 0

The A-Lace Fashion—A new dress pattern for a full skirt and a full bodice. The dress is made of a lace fabric with a full skirt and a full bodice. Dry clean. Young and new... a perfect dress for those special occasions. Size 10. 1 lb. 8 oz.
Junior sizes 7, 9, 11, 13, 15, Misses' sizes 12, 14, 16. State size.
T 31 Y 6251—White ... \$10.70
T 31 Y 6252—Light blue ... 10.70
T 31 Y 6253—Pink ... 10.70

\$12.84 12 to 20

The Lace Overblouse—A new dress pattern for a full skirt and a full bodice. The dress is made of a lace fabric with a full skirt and a full bodice. Dry clean. Young and new... a perfect dress for those special occasions. Size 10. 1 lb. 8 oz.
Junior sizes 7, 9, 11, 13, 15, Misses' sizes 12, 14, 16, 18, 20.
State size. Ship. wt. 1 lb. 4 oz.
T 31 Y 7362—Pastel blue 2 pcs. \$12.84
T 31 Y 7363—Ivory beige 2 pcs. 12.84
T 31 Y 7364—Pink 2 pcs. 12.84

\$7.96 12 to 20; 14½ to 24½

Lace Applique—A new dress pattern for a full skirt and a full bodice. The dress is made of a lace fabric with a full skirt and a full bodice. Dry clean. Young and new... a perfect dress for those special occasions. Size 10. 1 lb. 8 oz.
Junior sizes 7, 9, 11, 13, 15, Misses' sizes 12, 14, 16, 18, 20, 22, 24.
State size. Ship. weight 1 lb. 4 oz.
T 31 Y 5639—Aqua green. \$7.96
T 31 Y 5640—Garnet pink. 7.96

\$6.84 12 to 20; 14½ to 24½

Lace Medallions—A new dress pattern for a full skirt and a full bodice. The dress is made of a lace fabric with a full skirt and a full bodice. Dry clean. Young and new... a perfect dress for those special occasions. Size 10. 1 lb. 8 oz.
Junior sizes 7, 9, 11, 13, 15, Misses' sizes 12, 14, 16, 18, 20, 22, 24.
State size. Ship. wt. 10 oz.
T 31 Y 3607—Dark brown ... \$6.84
T 31 Y 3608—Navy blue ... 6.84
T 31 Y 3609—Deep smoke gray. 6.84

Fashion in Print

from now 'til
summer's end



A \$8.84 to 20

B \$6.84 to 16

C \$9.84 to 20 \$10.84 to 22

A Bright Flower Print in a rayon and silk fabric, new look in rayon, no backings. A wrap-style dress with a full, long back, long sleeves, long back, and a full skirt. Size 12-14, 16, 18, 20. State size. Shipped with 1 lb. 1 oz. T 31 Y 3690 Orange, green and gold on light beige \$8.84

B Long stemmed tulips away from the neck and wide collar in the back. Full skirt. Size 12-14, 16, 18, 20. State size. Shipped with 1 lb. 1 oz. T 31 Y 4613 Paste yellow with gold and green print \$6.84

C Smart Geometric Print in a rayon and silk fabric, beautiful and lustrous. Neatly detailed, but waist dress has an unpressed pleated skirt. 2 inch hem. Dry clean. Jewels sold on page 15. Size 12-14, 16, 18, 20. State size. Shipped with 1 lb. 1 oz. T 31 Y 6254 1A turquoise blue T 31 Y 6255 Amber tan and white print \$9.84 white print \$9.84

Full Sizes 12T 14T 16T 18T 20T State size Wt 2 lb 8 oz T 31 Y 6454 1A turquoise blue T 31 Y 6455 Amber tan and white print \$10.84 white print \$10.84

D New Stylized Print in a rayon and silk surah, but looks like pure silk. A love's beauty. A love's dress. Pointed yoke and full skirt. Full skirt for smooth fit. Scoop neckline all around, and back zipper full skirt. Dry clean. Grooves sold on page 15. Size 12-14, 16, 18, 20. State size. Shipped with 1 lb. T 31 Y 7265 Turquoise blue, green and gold on white \$11.96 T 31 Y 7266 Red rose and pink on white \$11.96

D \$11.96 to 20



Sears EASY TERMS are available

(see inside back cover for information)

SEARS & ROEBUCK



SWEATER DRESSES

A Hip line Sweater and Dress—the new longer line. Dress is anen look rayon resists wrinkles. Sweater is easy-care Hi-bulk Turbo Orlon®. Eased dress has pleats below hipband. In back V neckline and 1/2" n. Hand wash separately. *Misses' sizes 10, 12, 14, 16, 18*
Order correct size Shpg. wt. 1 lb. 8 oz.
T 31 V 7385—Light blue 2 pcs. \$12.84
T 31 V 7386—White dress with navy blue sweater 2-piece set \$12.84

B Cotton Dress and Orlon Sweater Dress has large, white, high scoop neck. Hi-bulk 2-in. hem Sweater trim matches dress. Hand wash sweater dress washable. *Misses' sizes 12, 14, 16, 18, 20* Half sizes 12½, 14½, 16½, 18½, 20½, 22½. *Size 22½ set \$12.84*
T 31 V 4627—Blue and white stripe print dress, lt. blue sweater \$6.84
T 31 V 4628—Pink and white stripe print, fress pink sweater \$6.84

C 2-piece Dress and Sweater sleeveless blouse, slim skirt, short hem. Hi-bulk Orlon. Machine washable. resists wrinkles. Matching sweater knitted in Hi-bulk Orlon. Blouse spaced in front with tucks and key skirt has back knit pleat, 3-inch hem. Hand wash separately. *Misses' sizes 12, 14, 16, 18, 20*
Order correct size Shpg. wt. 1 lb. 8 oz.
T 31 V 5686—Lt. blue 3-pc. set \$9.54
T 31 V 5687—Pink 3-pc. set \$9.54

DESCRIPTION OF ORLON® KNIT DRESSES SHOWN ON OPPOSITE PAGE

D The Long View of Fashion as seen in this 2-piece overblouse dress. Here in a lightweight textured zig-zag Orlon knit machine washes, looks better after each washing, retains its shape. Handsomely collared pull-over top, straight skirt with elasticized waistband. Belt included. Jewelry sold on page 15.
Misses' sizes 10, 12, 14, 16, 18
Order correct size Shpg. wt. 2 lbs.
T 31 V 8210—Pale mite green, \$10.50
T 31 V 8211—Sand beige 10.50
T 31 V 8212—Shell pink 10.50

E The Cable-knit Story, complete in two parts, essential cardigan-top, slim skirt with elasticized waistband. Soft 100% Hi-bulk Virgin Orlon fashioned with a hand-knit look. Machine washes, lies in a jiffy, needs no blocking! Belt (not shown) included. *Misses' sizes 10, 12, 14, 16, 18*
Order correct size Shpg. wt. 2 lbs.
T 31 V 8213—White \$14.90
T 31 V 8216—Light blue 14.90
Half sizes 14½, 16½, 18½, 20½, 22½. *State size Shpg. wt. 2 lbs.*
T 31 V 8218—White \$13.90
T 31 V 8219—Light blue 13.90

F The Dressmaker styling of this 2-piece dress makes it a year-round fashion investment. Over blouse in a pebbly textured knit double-breasted effect with brass-like buttons. Ribbed knit skirt elasticized waistband. Easy care knit of 100% Orlon machine washes without a care, dries quickly, needs no blocking. No photos are sold on page 71.
Misses' sizes 10, 12, 14, 16, 18
Order correct size Shpg. wt. 2 lbs.
T 31 V 8220—Open blue \$10.50
T 31 V 8221—Pale mite green, 10.50
Half sizes 14½, 16½, 18½, 20½, 22½. *State size Shpg. wt. 2 lbs.*
T 31 V 8223—Open blue \$11.50
T 31 V 8224—Sand beige 11.50

G Elegant Evening Knit with an expensive hand-knit look. Deceptively feminine, 2-piece outfit. 100% Hi-bulk Virgin Orlon loomed in tiers of open looped stitch set off by bands of intricate close tucks into elasticized waist of the full skirt. Hand washable. *Misses' sizes 10, 12, 14, 16, 18*
State size Shpg. wt. 1 lb. 8 oz.
T 31 V 8225—Shell pink \$19.50
T 31 V 8226—Lt. aqua blue 19.50
T 31 V 8227—White 19.50

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order, allow postage from your Sears Mail Order House.

Be sure to be sure see Blue section in back of book for charts.

Junior can wear these knits too. Order by bust and hip measurements on Misses' Chart. See page 40 for cotton knit dresses.

*The final trade mark for the year 1964

BLUE



F
\$8.84
* To 20"
65% of 24 1/2



E
\$10.84
To 19"

Dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Sears Mail Order House.



D
\$12.80
\$13.80
To 20"
14 1/2 to 24 1/2



D Coat and Dress newly shaped in shantung-textured cotton and cuproni[®] rayon. Stroller-length coat has white acetate taffeta lining fabric flower. High waisted dress ruffled and bowed in front. Has V neckline and long zipper in back back kick pleat. Dry clean. Hat sold on page 15. Order correct size. Ship wt 1 lb. 6 oz.

Misses sizes 12, 14, 16, 18, 20
T 31 Y7372 Navy blue \$12.80
T 31 Y7373 Toast (med brown) 12.80
Tailor sizes 12T, 14T, 16T, 18T, 20T
Half sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2
T 31 Y7393 Navy blue \$13.80
T 31 Y7394 Toast (med brown) 13.80

E Jacketed Sheath in rayon and facon[®] a nubby texture, fabric of excellent quality. The little jacket is notched and bowed in back. The dress is fashionably high waisted and bow trimmed in front. Has a scoop neckline and long zipper in back back kick pleat 2 inch hem. Hand wash separately. Wig hat, bag and shoes sold on page 9.

Misses sizes 10, 12, 14, 16, 18 Ship wt 2 lbs. Order correct size
T 31 Y6258 Navy blue 2 pcs. \$10.84
T 31 Y6259 Lt. amber 2 pcs. 10.84

*Ladies' length for only 1/2 lb. less

F Slim Print in fine quality acetate crepe with a finely pebbled surface. Front of bodice has flattering overpanels with button-hole detailing that looks hand made. Skirt has draped pockets, back kick pleat. Dry clean. Hat sold on page 7. Ship wt 1 lb. 6 oz.

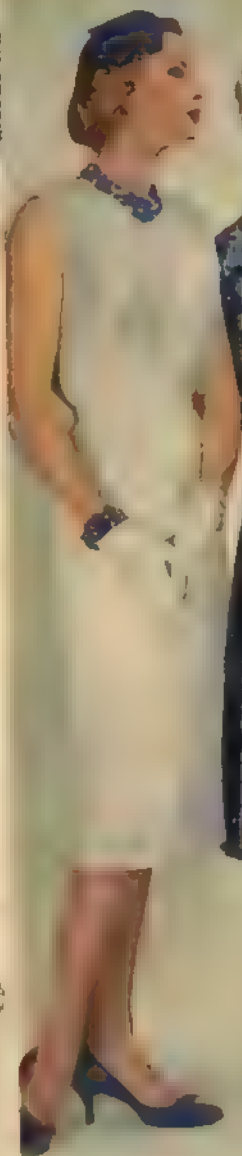
Misses' sizes 14, 16, 18, 20, Half sizes 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2
T 31 Y 5630 Navy blue and white
T 31 Y 5631 Black and white
Order correct size Each \$8.84

Jerseys at home or away .. miracle



A
\$12.84

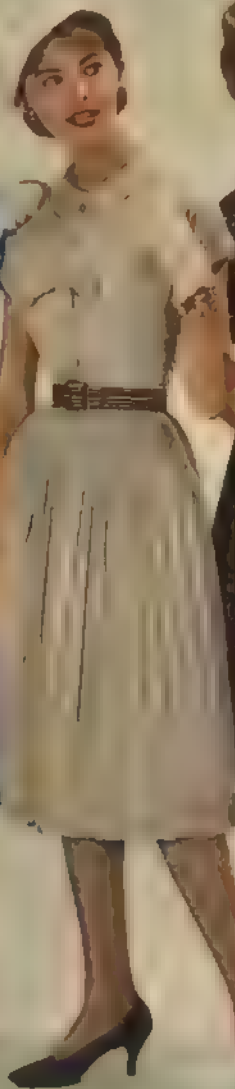
12 to 14
\$13.84
for gloves
see
page 74



B \$6.84 12 to 14



C \$12.84 12 to 14



D \$9.84 12 to 14



E \$8.74 12 to 14

fashions that need little care!

DRESSES SHOWN ON OPPOSITE PAGE

A Jacketed Dress in a new Arnel jersey print. Dress, lined from waist to hips, has side pocket, back kick pleat. Hand wash separately; drip-dry, needs no ironing. Order correct size. Shipping weight 1 lb.

Misses' sizes 12, 14, 16, 18.
T 31V7370 Black and white print 2-pc. \$12.84
T 31V7371 Navy and white print 2-pc. 13.84
Half sizes 14½, 16½, 18½, 20½, 22½.
T 31V7313 Black and white print 2-pc. \$13.84
T 31V7314 Navy and white print 2-pc. 13.84

B Sheath Shape, a slim column of pleats. No hem... to shorten, cut to desired length, won't ravel or curl. Elasticized waist, glitter trim at shoulders. No-iron, drip-dry Arnel jersey washable pleats stay!

Misses' sizes 8, 10, 12, 14, 16, 18. Skirt size.
T 31V 3396 White **T 31V 3397** Black
 Shipping weight 10 oz. Each \$6.84

C Bloused Top With Pleated Skirt in Arnel jersey. Top has inverted pleat in back stay-in pleated skirt. Hand wash separately; drip-dry, needs no ironing. Order correct size.

Misses' sizes 10, 12, 14, 16, 18. Half sizes 14½, 16½, 18½, 20½, 22½. Shpg. wt. 1 lb. 10 oz.
T 31V7354 Blue, black and white 2-pc. \$12.84
T 31V7357 Tan, black and white 2-pc. 12.84

D Versatile Classic... beautifully simple, finely detailed with set-in bow and graceful pleated skirt. No-iron Arnel jersey... hand wash separately, drip dry... pleats stay!

Misses' sizes 12, 14, 16, 18, 20. Half sizes 12½, 14½, 16½, 18½, 20½, 22½. Order correct size.
T 31V6260—Beige **T 31V 6261**—Aqua blue
 Shipping weight 1 lb. 8 oz. Each \$9.84

DRESSES SHOWN ON THIS PAGE

E Surplice Dress with skirt of unpressed pleats, 2-inch hem. Celaperna acetate jersey with woven stripes. Hand wash separately. Order correct size. Shipping weight 14 oz.

Misses' sizes 12, 14, 16, 18, 20.
Half sizes 14½, 16½, 18½, 20½, 22½, 24½.
T 31V 3401—Navy with white stripes. \$7.54
T 31V 3602 Dk. brown, white stripes 7.54
Full Misses' sizes 14T 16T 18T 20T
T 31V 3571 Navy with white stripes. \$7.94
T 31V 3512 Dk. brown, white stripes. 7.94

G Bloused Dress in acetate-and-nylon jersey that looks like ribbon knit. Hand wash separately, drip dry. Needs little ironing. Back has zippered underbodice, kick pleat. For more care see page 2.

Misses' sizes 12 14 16 18 20. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Skirt size.
T 3V 5693 Black **T 31V 5694** Beige
 Shipping weight 1 pound. Each \$8.84

H Scooped Coat Dress. Arnel jersey with a leno weave... looks like fine hemstitching. Skirt has 3-gore back, 2-in. hem. Hand wash separately, drip dry. Shpg. wt. 1 lb. 8 oz. For hat see page 4, for bag, page 17.

Half sizes 16½, 18½, 20½, 22½, 24½. Skirt size.
T 31V 4711 Powder blue 5.84
T 31V 4712 Spring green (light) 10.84
Larger Women's sizes 46, 48, 50, 52. Skirt size.
T 31V 6811 Powder blue \$11.84
T 31V 6812—Spring green (light) 11.84



E \$7.54 1½ to 4½ **G** \$7.94 16½ to 20½

G \$8.84 14½ to 24½

H \$10.84 16½ to 24½ **I** \$11.84 46 to 52

Dresses on these two pages are shipped from Philadelphia, Chicago, Kansas City, or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Measure and be sure... see measurement charts in blue section in back of book.

SEAN'S 29

Galey and Lord Cottons

capture brilliant colors... exciting textures



A 18.84 12-14 16-18 20-22 24-26 28-30 32-34

B 17.74 12-14 16-18 20-22

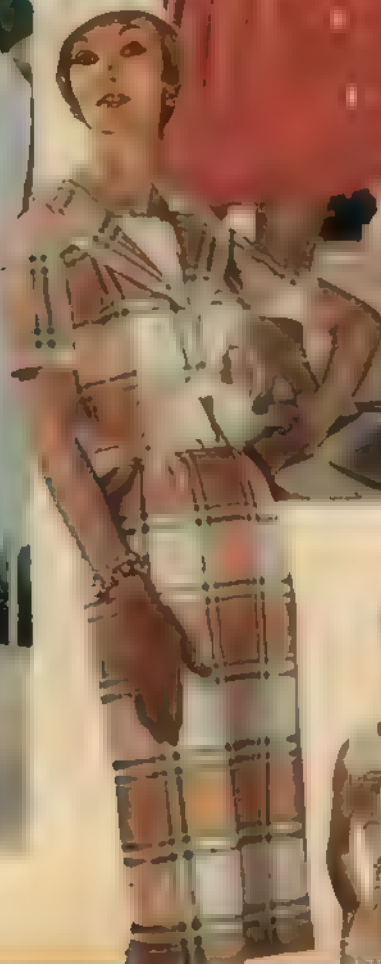
30 SEARS ROEBUCK & CO.

1084

12-14 16-18 20-22 24-26 28-30 32-34



D 10.77 12-14 16-18 20-22 24-26 28-30 32-34



E 10.90

12-14 16-18 20-22 24-26 28-30 32-34



SHOWN ON OPPOSITE PAGE

Gale and Lord Cottons are fashion news

Colors—vivid or subtle
always beautiful

Textures—the original Shag
hark knotted weaves; also
satin-smooth weaves

Quality—finest combed cot-
ton—wrinkle-resistant
Hand wash, drip dry; won't
shrink more than 2%

A Deep-toned Plaid dress with
double-breasted effect.
Smartly detailed—rounded la-
pels and cuffs, full gathered
skirt. Pumps sold on page 3.
Gloves sold on page 71. *Slater's*
Misses' sizes 12, 14, 16, 18, 20.
Half sizes 14½, 16½, 18½, 20½.
22½. Ship. wt. 1 lb. 4 oz.
T31 Y 5693 Cornflower medium
blue plaid . . . \$8.84
T31 Y 5696 Geranium pink and
gold plaid . . . \$8.84

B Chevron Pattern . . . bow and
very smart in this slim-
cased shirtwaist dress. Tiny
buttons and tab trim, roll-up
sleeves, back kick pleat, 3-inch
hem. For hat, see page 6.
Misses' sizes 12, 14, 16, 18, 20.
Slater's size Ship. wt. 1 lb.
T31 Y 5697 Spring green
T31 Y 5698 Peacock blue
Each . . . \$7.74

C Tiny Textured Pinbacks with
a knotted weave—the
original Shagbark fabric. Well-
aligned dress—criss-cross tab
long back zipper, full skirt, 2-in
hem. *Slater's*
Misses' sizes 12, 14, 16, 18, 20.
Half sizes 14½, 16½, 18½, 20½.
22½. Ship. wt. 1 lb. 4 oz.
T31 Y 6266 Geranium rose
T31 Y 6267 Deep turquoise
green. Wt. 2 lbs. Ea. \$10.84

D Textured Stripes . . . In the
original Shagbark fabric
combed cotton with a knotted
weave. Step-in dress has covert
collar, roll-up sleeves with
button tabs. Back of skirt has
yoke, soft gathers, button tab
trim. Sash accents skirt of an
pressed waist. 2-inch hem.
Misses' sizes 12, 14, 16, 18, 20.
Slater's size Ship. wt. 1 lb. 4 oz.
T31 Y 6262 Coral tan coral
T31 Y 6263 Turquoise rose and
red. Each \$10.77

E Soft-toned Plaid trimmed
with white pique—a versa-
tile dress and jacket. Dress has
scoop neck-line and kick pleat in
back, side-seam pocket. 2-inch
hem. Gloves sold on page 71.
Misses' sizes 12, 14, 16, 18, 20.
Half sizes 14½, 16½, 18½, 20½.
22½. *Slater's* size Wt. 1 lb. 8 oz.
T31 Y 6264 Tan gray and
white . . . 2 pcs \$10.90
T31 Y 6265—Turquoise
green and white . . . 2 pcs \$10.90

MEASURE AND BE SURE—see blue
card on back of book.
Dresses on these two pages will
be shipped from Philadelphia
Chicago, Kansas City or Atlanta
whichever is nearest. Order and
allow postage from your Sears
Mail Order House.



Dresses with a plus factor

Matching Headband

F Step-in Dress with match-
ing headband—finest
toned cotton print. String tie
at back waistline, soft gathers
above, kick pleat. Silk
square, headband included.
Hand wash separately; drip
dry. Little ironing. Wrinkle-
resistant.
Misses' sizes 10, 12, 14, 16,
18. *Order correct size.*
Shipping wt. 1 lb. 2 oz.
T31 Y 5650—Blue green
and violet print . . . \$7.84
T31 Y 5651—Copper and
brown print . . . \$7.84

Detachable Collar

G Princess Dress has its
own for soft, easy-up
collar. Both the dress and
collar are fine combed pique-
type cotton that has a subtly
woven texture. The sleeve-
less dress has square neckline
in front and back, long back
zipper. 2-inch hem. Lacetrims
on collar, string ties in back.
Hand wash, drip dry—lit-
tle ironing, wrinkle-resistant.
Ship. wt. 1 lb. 4 oz.
Misses' sizes 10, 12, 14, 16,
18. *Order correct size.*
T31 Y 6268—Black \$10.70

2 Button-on Collars

H Striped Cotton Shortdress with
double button and button on
collars—one is white pique, the other
matches the dress. Roll-up sleeves, but-
ton fly front, back shoulder yoke, action
pleat, unpressed pleated skirt. Wash-
able. *Slater's* size Wt. 1 lb. 2 oz.
Misses' sizes 12, 14, 16, 18, 20.
T31 Y 4624—Black with red and white
stripes . . . \$6.84
T31 Y 4623—Black with bright blue
and white stripes . . . \$6.84
Tall Misses' sizes 14T, 16T, 18T, 20T
T31 Y 4674—Black with red and white
T31 Y 4673—Black with bright blue
and white stripes . . . Each \$7.54

You can OPEN a Sears Easy Payment Account if your order totals \$20.00 or more

see inside back cover

POCKET
BOOK
SEARS 31

It's here! The dress you can



12
\$16.50
to 20

\$17.50
20 to 24

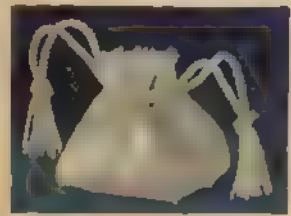


10
\$10.84

9 84

10 84

11 \$16.50 to 24



13
\$12.84

24 to 28



32 SEARS

\$3.11

tailored to Sears highest standards

*There is a difference . .
you'll know it when you
wear the Dan River cottons
that are made to Sears
rigid standards of cut,
fit and workmanship*

\$5⁸⁴
EACH

A **Saucy Bow** on a slim
fitted woven plaid. But-
ton trim. Frontal. Front
long back zipper back
kick pleat. 2 in. hem.
Washfast Wt 12 oz.

Fits Juniors and Misses
State size 7-8 9-10
11-12, 13-14, 15-16

T31V4004 Medium blue
and dark gray \$5.84

T31V4605 Bright red
and dark gray \$5.84

B **2 Pc. Cowgirl** in wov-
en check gingham.
Overblouse has detach-
able yoke collar of white
amercus rayon. Back
yoke and box pleats with
button trim. Big band.
Slim skirt has back kick
pleat. 2 in. hem. Wash-
fast. Shpg. wt 14 oz.
Fits Juniors and Misses
State size 7-8 9-10,
11-12, 13-14, 15-16

T31V4400 Black and
white checks \$5.84

C **Sportsdress** coat-
style matching cap
in woven lattice plaid.
Dress has new tub de-
tailer pockets. Action-
back. Skirt 2 in. hem.
Washfast Wt 14 oz.
Misses sizes 12 14 16,
18, 20. **Half sizes** 14½,
16½, 18½, 20½, 22½,
24½. **State size**

T31V4396 Light copen
blue and white \$5.84

T31V4397 Light green
and white \$5.84

D **Cool Dress** so be-
coming in textured
woven pure. Father col-
lar in pressed pleats in
front of skirt. Side seam
pocket. Washfast

Half sizes 14½, 16½,
18½, 20½, 22½, 24½
Women's sizes 38 40 42,
44. **Larger women's** 46,
Misses 14 16 18 20.
State size Shpg. wt 1 lb.

T31V4756 Mat green
T31V4755 Light copen
blue Each \$5.84

Dresses on these two
pages shipped from Phil-
adelphia, Chicago, Kan-
sas City or Atlanta,
whichever is nearest.
Order allow postage
from mail order house.



Clock-watchers

today a smart ensemble . .

tonight a party dress . .

here in Juniors' Sizes

SHOWN ON THIS PAGE

A The Full skirted Silhouette . . 2 pieces in lustrous cotton and silk. Brief jacket has beaming collar. Party-pretty dress is sleeveless has a scoop neck in front, a low V-neck and long zipper in back. Wide, lined midriff accentuates fullness of gathered skirt. Dry clean. Shpg. wt. 1 lb. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. T 317060—Aqua blue and white plaid. 2-pc \$12.90 T 317069—Black and white plaid. 2-pc. 12.90

B The Slim Dress with Contour Jacket . . in a blend of textured rayon, cotton and silk. Jacket semi-lined with acetate taffeta. Puff effect at back. Cut-out shoulders on dress, back kick pleat and long zipper. Dry clean. Wt. 1 lb. 8 oz. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. T 317677—Navy blue. . . . 2 pieces \$14.84 T 317678—Lt. peacock blue. 2-pieces 14.84 T 317679—Geranium rose. . . 2 pieces 14.84

SHOWN ON OPPOSITE PAGE

C The Relaxed Dress and Jacket. Sewed, raised waistline on linen-look rayon dress. Back zipper, kick pleat. Back bow on acetate and rayon jacket. Hand wash alone. Resists wrinkles. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. T 3176103—Black dress with black and white check jacket, red rose. Wt. 2 lbs. . . 2-pc \$10.77 T 3176104—Lt. blue dress with blue and white check jacket, red rose. Wt. 2 lbs. . . 2-pc \$10.77

D The Dress and Sweater . . relaxed 100% Arnel sharkskin dress sheltered by bulky knit Orlon® sweater. Sleeveless dress has back V-neckline, walking pleat. Hand wash separately. Juniors' sizes 9, 11, 13, 15, 17. Order correct size. T 3177059—White dress, geranium pink print on white sweater. Wt. 1 lb. 8 oz. . . . 2-pc \$13.74

E The Dasi-Jacketed Dress in wonderful cotton knit! Patent-like plastic belt circles bloused jacket. Slim-fitted dress has jewel neck line, long back zipper, walking pleat. Dry clean. For hat, see page 74. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. T 3177063—Mint blue dress with blue and black striped jacket. Shpg. wt. 1 lb. 8 oz. . . 2-pc \$12.84 T 3177064—Red dress with red and black striped jacket. Shpg. wt. 1 lb. 8 oz. . . . 2-pc. \$12.84

F The High Waist Fashion . . 2 pieces in rayon, cotton and silk. Free-fitting jacket has detachable white overcollar band trim in front, snap closing. Empire dress has square neckline in front and back, 6-gore skirt. Dry clean. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. T 3177062—Lt. peacock blue. T 3177063—Navy T 3177064—Coral red. 2 pieces. . \$12.76

The ensembles on these two pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your Sears Mail Order House.

How-to-measure information in blue section in back of book



A
\$12.90
7 to 15



B
\$14.84
7 to 15

Shoes on this page sold in shoe section



C
\$10.77
7 to 15

D
\$13.76
8 to 17

E
\$12.84
7 to 15

F
\$12.76
7 to 15

See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk of your
Sears Retail Store. See pages preceding Blue Section in back of book for details

Juniors love a bit of tucks and lace . .



A \$8.94

C \$9.66

D
\$4.84

A Tiny Hearts and pretty tucks accent this smart dress of shantung textured cotton and Cupione® rayon. Dainty tucks all around neck line, heart shaped pin and buttons tucked front yoke. Full skirt with gathers all around, curling at the waist. 3-inch hem. Hand wash separately. Juniors' sizes 7, 9, 11, 13, 15. Shipping weight 1 lb. 6 oz. Y 31 Y 5 82 Navy blue T 31 Y 5183—Geranium rose. Order correct size. Each \$8.66

B Bow Ties, fine tucks and dainty white lace on a pretty dress in 65% Dacron® 35% cotton—an automatic wash 'n' wear fashion machine washable—see page 33. Tucks on bodice front, lace edging in front and back bows tie at shoulders. Unpressed pleated skirt, 3-in. hem. Juniors' sizes 7, 9, 11, 13, 15. State size. Ship. wt. 1 lb. T 31 Y 5168 Black \$8.94 T 31 Y 5169 Light blue \$8.94 T 31 Y 5170 Light green \$8.94

C Bon-Bon Colors—pale blue, yellow or green—in a shirtwaist dress of easy care 100% Dacron® batiste. Dainty silk Schiffler embroidery and lace on front of bodice is dyed to match. Unpressed pleated skirt 2 inch hem. Hand wash separately, drip dry, wrinkle-resistant. State size. Juniors' sizes 7, 9, 11, 13, 15. T 31 Y 6105—Powder (lt.) blue T 31 Y 6106—Yellow T 31 Y 6107—Lt. green Ship. wt. 1 lb. Each \$9.66

D A White Frosting of Lace on woven check gingham with a leno weave—excellent quality at this low price. A pretty shirtwaist dress with nylon lace on the front of the bodice and collar. Full gathered skirt. Wrinkle resistant washable. Ship. wt. 12 oz. Juniors' sizes 7, 9, 11, 13, 15. Measure, order correct size. T 31 Y 1655—Lilac and white checks \$4.84 T 31 Y 1656—Turquoise blue and white checks \$4.84

MEASURE TO BE SURE—see charts in blue section in back of book. Dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your Sears Mail Order House.

SEE FABRIC SAMPLES at Sears Catalog Sales Offices or Catalog Sales Desk of your nearest Sears Retail Store. You can see the patterns and textures of the fabrics. For information about Catalog Sales Offices and Catalog Sales Desks, see pages immediately preceding blue section in back of book.

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38 SEARS CATALOG

and a dash of white on navy or black



A
\$4.69
Saves quality
over \$5.74



B \$7.54

C \$4.84



D
\$5.84



E
\$5.84

Outstanding VALUE!

A Smart, Slim Look in a dress of shantung-textured cotton and Cupson® rayon. White linen-look bay on cuffs and overcollar. White buttons, set in pockets. Long upper and kick pleat in back 2-inch hem. Hand wash separately wrinkle resistant. Order correct size. Juniors' sizes 7 9 11 13 15. T 31 Y 1637 Black. T 31 Y 1638 Navy blue. T 31 Y 1639 Lt. taupe brown. Ship wt 13 oz. Each \$4.49

B Flout a Flounce and your cares in this easy care dress of checked Arnel and cotton. Hand wash separately drip dry wrinkle resistant. Black of dress has pearl like buttons down to pleated flounce. White linen-look rayon dickey. Silk organza bow. Size 104. Juniors' sizes 7 9 11 13 15. Shipping weight .2 ounces. T 31 Y 1642 Black and white. T 31 Y 1643 Navy and white. Each \$7.54

C Big Red Bow a bright touch on this easy-to-wear dress of Arnel and cotton hand wash separately wrinkle resistant. Black of dress buttons down to hem. White collar and cuffs of linen-look rayon red silk organza bow. 2-inch hem. Order correct size. Juniors' sizes 7 9 11 13 15. Shipping weight 9 ounces. T 31 Y 1642 Black and white checks. \$4.84. T 31 Y 1643 Navy blue and white checks. \$4.84

D Fringe Benefit in this dramatic new dress with its own white bead rope. The easy fitting overbust has matching fringe around neckline. The fabric, a linen-look rayon. The separate slim skirt has a back kick pleat 2-inch hem. Looks smart with other blouses. Dry clean. Measure order correct size. Juniors' sizes 7 9 11 13 15. Shipping weight 1 lb 2 oz. T 31 Y 3123 Navy 2-pc. \$5.84. T 31 Y 3124 Black 2-pc. \$5.84

E Two-piece Effect in a smart version of the new textured look Shantung-textured Cupson® rayon and cotton, detachable, polka-dotted bow and white cotton pop collar. Lining in front of bodice mock pocket flaps. Plain back with buttoned waist kick pleat 2-inch hem. Hand wash separately. Size 104. Juniors' sizes 7 9 11 13 15. T 31 Y 3170 Navy blue. T 31 Y 3171 Light open blue. T 31 Y 3172 Yellow. Each \$5.84

BE SURE TO SEE the other wonderful Juniors' fashions on pages 2, 4, 5, 6, 10 through 14 and 17, 18, 19

NO DOWN PAYMENT needed when you add to your Sears Easy Payment Account see inside back cover

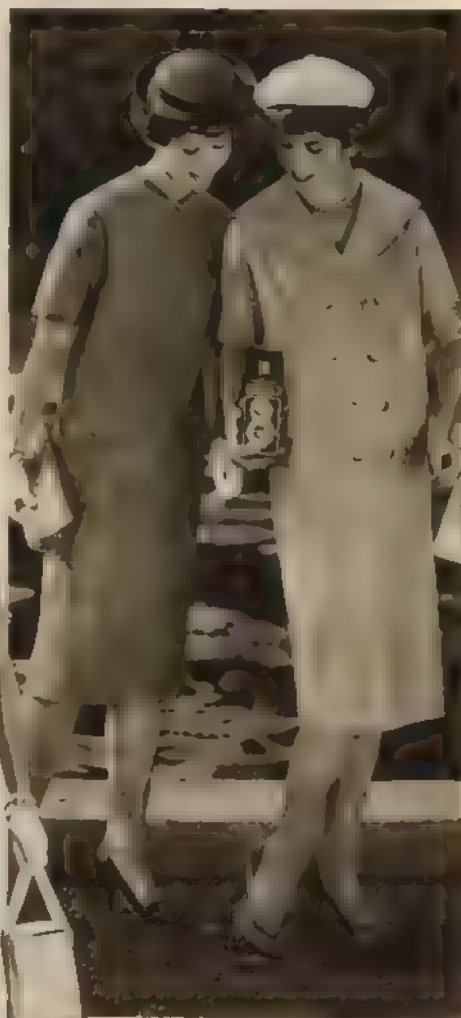
PERMANENT ADVERTISING SEARS 39

Cotton Knits for Juniors, Misses

All in firm 2 ply cotton knit, all in sizes 7-8 to 15-16

A Dot Patterned over blouse and skirt wonderfully wearable definitely smart looking. The overblouse is accented with little white buttons. Separate skirt has elasticized waist back kick pleat, 2-in. hem. 2-ply cotton knit hand wash. Shpg. wt. 1 lb. *Fits Juniors and Misses Size size 7-8, 9-10, 11, 12, 13-14, 15-16*
T 31 Y 4219 Black and white \$5.84
T 31 Y 4220 - Peacock blue and white \$5.84

B Striped Top Knit in a cable stitch effect attached to button closing at back neckline. 2 ply rib knit skirt elasticized waist back kick pleat, 2-in. hem. Hand wash. Shipping wt. 1 lb. *Fits Juniors and Misses Size size 7-8, 9-10, 11, 12, 13, 14, 15-16*
T 31 Y 4221 Lt. blue black and white striped top, black skirt. \$5.84
T 31 Y 4222 Red, black and white striped top black skirt. \$5.84



C \$6.84

D \$9.56

C Woven Plaid suit dress. 2-ply Perma-thal® cotton knit. Smart cardigan jacket has mock pockets, gold-color buttons. Skirt has elasticized waist, walking pleat in back. 2-inch hem. Hand wash. Shpg. wt. 1 lb. 2 oz. *Fits Juniors and Misses Size size 7-8, 9-10, 11-12, 13-14, 15-16*
T 31 Y 4223 - Blue and turquoise. 2 pieces \$6.84
T 31 Y 4224 - Coral red and olive .. 2 pieces \$6.84

D Ribbed Knit suit-dress. The double breasted jacket is lightly belted, has sailor collar. The slim skirt has zipper closing and kick pleat in back. 2 ply cotton knit. hand wash separately. Shpg. wt. 1 lb 12 oz. *Fits Juniors and Misses Size size 7-8, 9-10, 11-12, 13-14, 15-16*
T 31 Y 5173 - Cornflower (medium) blue 2 pcs. \$8.56
T 31 Y 5174 - Bright spring green 2 pieces \$8.56



E 18.84

E Polka Dot patterned 2-pc. dress. The top has an elasticized band may be worn bloused low on the hips or at the waist becoming cowl collar zipper at back neckline. The slim skirt has a kick pleat in back, 2-inch hem. 2 ply cotton knit. hand wash separately. Shipping wt. 1 lb. 12 oz. *Fits Juniors and Misses Size size 7-8, 9-10, 11-12, 13-14, 15-16*
T 31 Y 5187 - Dark blue and lilac on pale lilac
T 31 Y 5190 - Marigold and rose on pink
2-pc. dress ... Each \$8.84

Be sure to see the wonderful fashions for juniors on pages 2, 4, 5, 6, 10 through 14, 17, 18 and 19

USE SEARS EASY TERMS see inside back cover for complete details

Fashions to delight *Juniors*



B \$5.84
7 to 15

A \$4.84
to 7

News in Low-belted Dresses

A **Don River Wrink-Shed®** Cotton with Dri-don® in a smart looking woven plaid that has a sloppy weave design. Easy-fitting button-back dress. Becoming banded neckline, fabric belt, 3 inch hem. Washable. Needs little ironing, resists wrinkles. Straw bag is sold on page 44.

Juniors' sizes 7, 9, 11, 13, 15, 17.
Order correct size. Shipping weight 1 pound.
T 31 Y 1460—Light beige plaid \$4.84
T 31 Y 1461—Dusty aqua blue plaid 4.84

B **Oxford Cloth Combed Cotton** favors the relaxed silhouette. White white dress with brightly printed belt and headband. Step-in style; inverted pleats in back of bodice, back kick pleat, 7 inch hem. Gold color buttons and buckle. Washable. Little ironing, resists wrinkles.
Fits Juniors and Misses. Size also 7-8, 9-10, 11, 12, 13, 14, 15-16. Shipping weight 1 pound.
T 31 Y 4218—White dress with red and gold printed belt and headband \$5.84

MEASURE—how-to-measure information and charts are in the Blue Section in back of book



C \$5.84 7 to 15

D \$6.84 8 to 15

Stripes take new fashion directions

C **Luster Strips Dress**—rayon and acetate with a leno weave. Bib collar and tab in front. Back of dress has the same pointed collar. Unpressed pleated skirt; 2 inch hem. Hand wash separately. *State size.*
Juniors' sizes 7, 9, 11, 13, 15.
Shipping weight 1 lb. 2 oz.
T 31 Y 3117—Pink and white
T 31 Y 3118—Lt blue and white
T 31 Y 3119—Light green and white
Each \$5.84

D **Nautical Stripes** go ashore in this charming casual of combed cotton twill. One-piece dress with jacket-effect bodice, ren anchor applique, mock pockets. The back has a square neckline, long zipper, kick pleat 2-inch hem. Washable.
Juniors' sizes 5, 7, 9, 11, 13, 15.
Measure under correct size.
Shipping weight 1 lb. 1 oz.
T 31 Y 4215—White with navy and white stripes \$6.84

The Slim Dress with a New Look

E **Faisley Print** in deep, rich colors on expensive combed cotton. Washable, drip dry, little ironing. Bows mark waist line in front and back, soft gathers give a blouson effect. Back of dress but runs to waist, slips to be low hips. Back kick pleat. 2-in hem. *State size.*
Juniors' sizes 7, 9, 11, 13, 15. Shpg. wt. 1 lb. 1 oz.
T 31 Y 4213—Deep gold
T 31 Y 4214—Bright blue
Each \$5.84



E \$5.84
7 to 15

Dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your Sears Mail Order House

SEARS 41

Juniors fashion features...the Flounces

SHOWN ON OPPOSITE PAGE



95.84
7 to 15

98.84
7 to 15

D Embroidered Shirtwaist dress of very fine cotton broadcloth hand wash separately, drip dry. A pretty band of Schiffli embroidery trims the sleeves and back of the bodice. Step-in style. Full skirt. *State Juniors' sizes 7, 9, 11, 13, 15*
T31 Y 5184 Lt. mint green
T31 Y 5185 Ceramium rose
T31 Y 5186-Copen blue
Shpg. wt. 1 lb. 2 oz. Each \$8.84

E Bright Sash...a gay touch on this shirtwaist dress of fine combed cotton broadcloth. Contrivable collar, unpressed pleated skirt, 2-inch hem. Washable. *Order correct size*. Shpg. wt. 1 lb. 5 oz. *Juniors' sizes 7, 9, 11, 13, 15*
T31 Y 4202 Peach pink with coral red sash \$5.84
T31 Y 4203 -Aqua blue with navy blue sash \$5.84

F Sweater Dress...nicely tailored...a remarkable value. Coat style shirtwaist dress of linen look rayon, 5 inch hem. Flower printed Orion® knit sweater can be worn with other dresses. Hand wash separately. Wt. 1 lb. 10 oz. *Juniors' sizes 7, 9, 11, 13, 15*
T31 Y 5191 White dress, white sweater with blue and light green print. *State size. 2 pieces.* \$9.33

G Dropped Cammerbund Effect, front tied cinches the waist of this wonderful, full-skirted short waist dress. Fashioned in easy care Dacron® and cotton printed with rose. Hand wash separately, drip dry...won't little ironing resists wrinkles. Step-in style, 1/2 in hem. *State size*. Shpg. wt. 1 lb. *Juniors' sizes 7, 9, 11, 13, 15*
T31 Y 7680 -Olive green, orange and turquoise on white \$15.50
T31 Y 7681 Rose, olive green and violet on white \$15.50

H Slim Shortwaist in linen look rayon and acetate with a woven flower stripe. Wrinkle resistant. Buttoned tab. Step-in style has set in pockets with machine trim. The back of the dress has a shoulder yoke action just, but covered half belt. 1/2 in. hem. 2 inch hem. Dry clean. Wt. 1 lb. 8 oz. *Juniors' sizes 7, 9, 11, 13, 15*
T31 Y 76109 Bright blue and white
T31 Y 76109 Mustard gold with white. *State size. Each \$9.84*

I Tailored jewelry. State gold color and white pearl. Full velvety or gold. Wt. 1 lb. 2 oz. Prices include 10% Federal Excise Tax.
4 Y 38234 -Necklace-adjusts 12 to 15 1/2 inches \$1.00
4 Y 38246 -1-in. clip earring 1.00
4 Y 38252 -3/4-in. bracelet. 1.00

MEASURE TO BE SURE age charts in Blue Section in back of book. Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Sears Mail Order House.

See Fabric Sampler at Sears Catalog Sales Offices or Catalog Sales Desk in your Sears Retail Store. See pages preceding Blue Section in back of book.

A Flounce with Pockets on this captivating dress in a beautiful new cotton that has a textured pinbeck weave and a soft luster. Step-in style bow and white collar. Fabric belt over full flounce. Patch pockets. Hand wash separately. *Order correct size*. *Juniors' sizes 7, 9, 11, 13, 15*. Shipping weight 1 lb. 2 oz.
T31 Y 7070 -Medium brown
T31 Y 7071 -Medium blue
T31 Y 7072 -Bright rose
Each \$11.70

B The Bonded Flounce dress with a pretty stand away collar. The fabric is a deep-toned cotton plaid machine washable, drip dry...wrinkle resistant. Tabular pulls through tab button trim. Size zipper. Softly pleated flounce 2 inch hem. *Order correct size*. *Juniors' sizes 7, 9, 11, 13, 15*. Shipping weight 1 pound.
T31 Y 4200 -Gold with black, gray and white \$5.84
T31 Y 4201 Red with black gray and white \$5.84

C The Flared Flounce dress...a sophisticated, all season fashion that you can accessorize to meet the occasion. The fabric is combed cotton with a fine texture that looks like pique. Coat style with flattering long lines. Hand wash separately. *State size*. *Juniors' sizes 7, 9, 11, 13, 15*. Shipping weight 1 lb. 12 oz.
T31 Y 5171 Navy blue with navy blue belt buttons \$8.84
T31 Y 5172 Red with red belt and buttons \$8.84

1170
1 to 5

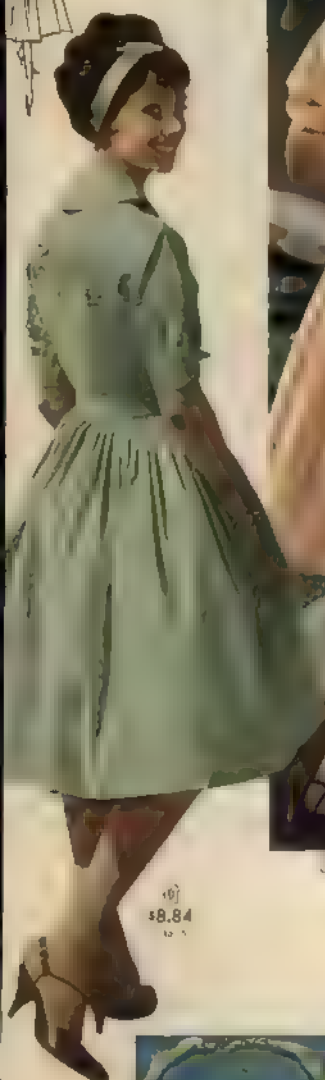
*Unisex T 34 for women's sizes 4-6
*Unisex T 34 for men's sizes 4-6

42 SEARS

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See inside back cover

and the Classic Shirtwaists



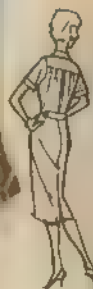
10
\$8.84
to 14



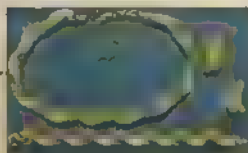
11 \$5.84 to 14 \$9.33



12
\$9.84
to 14



13
\$15.50



14
\$1.00
each

NEW SEARS 43



A
\$184
7 to 15



B \$7.84 7 to 15

C \$6.84 7 to 15

D \$7.97 7 to 15

Juniors are going on a spree

A Pleated-skirt Fashion in excellent quality cotton. A dress with an unlined waist life. It might begin the day at noon, end an evening. The pleating along the bodice has a creased yoke contrast. A necktie and long zipper in back. This dress prints swirl over the cuffed hemline. Dry clean.
Juniors sizes 7 9 11 13 15
Measure order correct size
Shipping weight 1 lb. 12 oz.
T 31 Y 7073 Aqua blue \$11.84
T 31 Y 7074 Red 11.84

B Lace and tucks with a new intricate waist plus tiny tucks on the bodice. Unpressed pleated skirt. A charming dress with scoop neckline in back. New trimline belt. Dry clean. Machine wash separately.
Juniors sizes 7 9 11 13 15
Measure order correct size
Shipping weight 1 lb. 8 oz.
T 31 Y 5192 Black and white woven stripes \$7.84
T 31 Y 5193 Red and white woven stripes \$7.84

C Dyed-to-match Lace enchanting detail on this demure dress of unequalled quality. Cotton and leather bodice has test voice and tucking long back zipper. Sleeves are seamed once exposing goes all around her neckline. The skirt is a whirl of unpressed pleats. 1 inch hem. Washable.
Juniors sizes 7 9 11 13 15
Measure order correct size
Shipping weight 1 lb.
T 31 Y 4209 Light blue \$6.84
T 31 Y 4210 Pink 6.84

D 2-Piece Twin Print cut long voice top, misty over a cotton sateen skirt. A very pretty versatile outfit. Top designed to a V-neckline. Long back zipper. Dry clean. Machine wash separately. Ship wt. 1 lb.
Juniors sizes 7 9 11 13 15
Measure order correct size
T 31 Y 5194 Acetate and cotton with a flower print 1 piece \$7.97



Leather Trim Rattan Basket smartly carry all with brass shoe accents. Imported from Hong Kong. About 12 x 6 x 4 in. Wt. 1 lb. 8 oz. Y 1406 Natural. Price includes 13% Federal Excise Tax \$5.76

Dresses—these two pages will be a page from Philadelphi. Charming, feminine, and new. A new and better way to dress and allow postage from your Sears, Roebuck and Co. Mail Order House.



A \$11.84 5 to 16

B \$7.54 7 to 15



C \$6.84 7 to 15

D \$6.84 5 to 16

E \$10.84 7 to 15

of pretty cottons this season

A Embroidered Panel Dress . . a confection of pastel colored sheer cotton iced with beautiful white schiffli embroidery. Long back zipper. corded waistline. Full gathered skirt. 2 inch hem. Hand wash separately. *Measure order correct size.*
Juniors' sizes 5, 7, 9, 11, 13, 15. Ship. wt. 12 oz.
T 3 Y 7088 Light pink and white . . . \$1.84
T 31 Y 7089 Light blue and white . . . \$1.84

B Bare Shoulder Dress . . cotton lawn in a shadowy printed plaid, bordered by a double band of crisp white organdy. Pretty lace medallions all around border and on front of bodice. Long back zipper. unpressed pleated skirt. Washable. *Order correct size.*
Juniors' sizes 7, 9, 11, 13, 15. Ship. wt. 1 lb. 4 oz.
T 31 Y 4217 Black and white plaid . . . \$7.54

C Harum Skirt Dress . . a young, sophisticated new look? In fine quality washable cotton. The skirt is completely lined to knee; its wendell shape. The becoming bateau neckline and simple bodice are ideal for afternoon-wear. Full gathered skirt. zipper per. Fine quality combed cotton broadcloth. washable.
Juniors' sizes 5, 7, 9, 11, 13, 15.
Shipping weight 1 lb. 4 oz.
T 31 Y 4205 Cerise, tan and gold print on white . . . \$6.84
T 31 Y 4206 Turquoise blue, green print on white . . . \$6.84

D Easy Fitting Dress skips the waist, accents the hip-line with a band of white cotton lace ribboned and bowed in nylon velvet. Bateau neckline and simple bodice are ideal for afternoon-wear. Full gathered skirt. zipper per. Fine quality combed cotton broadcloth. washable.
Juniors' sizes 5, 7, 9, 11, 13, 15.
Male size. Ship. wt. 1 lb.
T 3 Y 4207 Lt. mint green; dark green ribbon . . . \$6.84
T 31 Y 4208—Lt. blue; copes blue ribbon . . . \$6.84

E The Jockeyed Dress doffs its little cover-up for a look at the sun. The dress has an all-around pleated midriff, unpressed pleated skirt. square neckline and long zipper. back 7 inch hem. Fine quality cotton that resists wrinkles. hand wash separately. *Measure, order correct size.*
Juniors' sizes 7, 9, 11, 13, 15.
Shipping weight 1 lb. 8 oz.
T 31 Y 6110—Turquoise blue green and white print . . . \$10.84
T 31 Y 6111—Medium brown, orange, white print . . . \$10.84



Juniors can wear the Wash and Wear Orlon® Knits on page 25. order by bust and hip measurements on Masey chart. Measure see Blue Section.

NO DOWN PAYMENT NEEDED when you add to your Easy Payment Account . . . see inside back cover

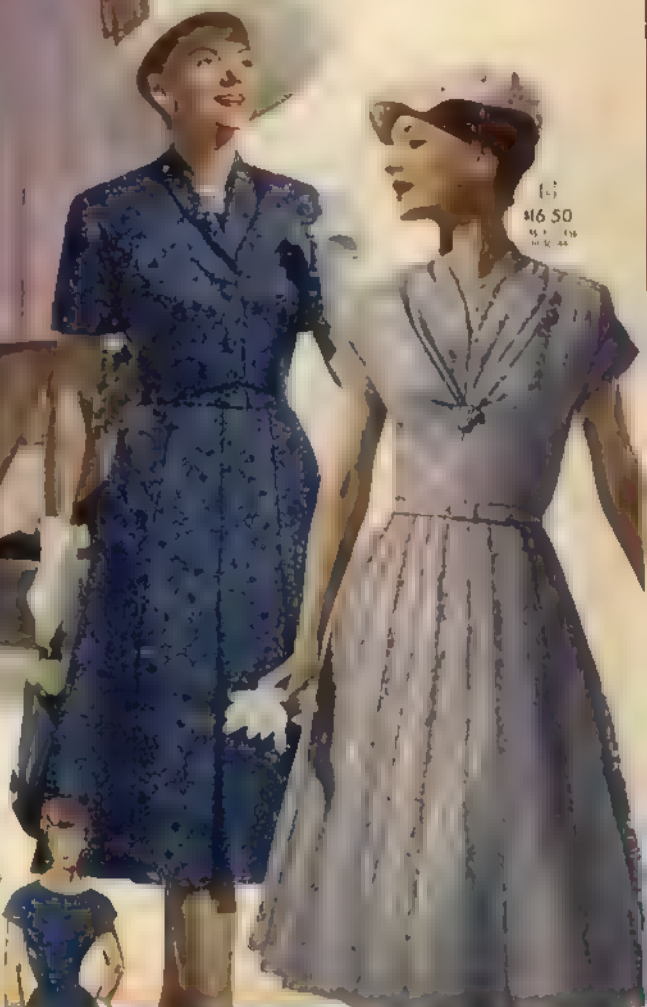
PERMANENTLY SEARS 45

Here is a world
of fashion for
women who wear

Half Sizes



C
\$11.96
to 25



D
\$16.50
to 25

A \$12.96 \$3.96
to 25 to 25

B \$8.96
to 25 to 25

For the Woman Who Wears a Half Size

visit the store or the address in
pages 8, 9, 10, 11, 12, 13, 14, 15
16, 17, 18, 19, 20, 21, 22, 23, 24, 25

D
\$10.84
to 25 to 25

DRESSES SHOWN ON OPPOS TE PAGE

- A** Handsome Ribbon-knot Effect in acetate and nylon jersey that looks like expensive ribbon knot. Fully lined dress has concealed hip pockets. In back . . . V neckline long zipper, back kick pleat. Dry clean. Shoes sold on page 15

Order correct size. Ship. wt. 1 lb. 13 oz.
Half sizes 14½, 16½, 18½, 20½, 22½, 24½
T 31 Y 7500—Light beige . . . \$12.96
T 31 Y 7501—Black . . . 12.96
Tailor Women's sizes 38T, 40T, 42T, 44T
T 31 Y 7518—Light beige . . . \$13.96
T 31 Y 7519—Black . . . 13.96

* About 2½ in. longer than regular Women's sizes

- B** Easy-on Cool Dress, comfortable and easy to wear in linen look rayon and cotton firmly woven with a subtle luster. Ascot collar and pockets are etched with white embroidery, while tiny buttons skip down the front in palm. Skirt has back kick pleat, 3 inch hem. Hand wash separately

Half sizes 14½, 16½, 18½, 20½, 22½, 24½
Women's sizes 38, 40, 42, 44
Order correct size. Ship. wt. 1 lb. 8 oz.
T 31 Y 5986—Medium blue . . . \$9.96
T 31 Y 5987—Light lavender . . . 8.96
T 31 Y 5988—Navy blue . . . 8.96

- C** Tucked Dacron® Sheer cool and carefree drips dry, needs only touch-up ironing travels beautifully! Bodice is tucked in front, frosted with a bit of lace. Gracefully tucked the skirt falls into a slender flattering line. Hand wash separately

Half sizes 12½, 14½, 16½, 18½, 20½, 22½
Measure, order correct size. Ship. wt. 12 oz.
T 31 Y 7503—Lilac . . . \$11.96
T 31 Y 7504—Light pink . . . 11.96

† The Pink Underneath for polyester Blue

- D** Spring Ensemble, newly printed in an exciting flower pattern on pebbly textured acetate crepe that has a silk like luster. Hand somely detailed dress has scoop neckline in front with fine pleating, flattering multi-colored skirt, 2 inch hem. Separate short jacket is gently molded. Dry clean

Half sizes 14½, 16½, 18½, 20½, 22½, 24½
Order correct size. Ship. wt. 1 lb. 8 oz.
T 31 Y 6713—Slate blue and gray . . . \$10.84
T 31 Y 6714—Cornflower blue and white . . . 10.84

- E** Elegant Lace Dress, timeless fashion in every detail. Favorite nylon and acetate lace over acetate taffeta. The bodice is softly draped with its own rhinestone pin. Gently corset skirt, 2-inch hem. Dry clean

Half sizes 14½, 16½, 18½, 20½, 22½, 24½
Women's sizes 38, 40, 42, 44. Size 12
T 31 Y 7900—Light gray lace over rose pink
T 31 Y 7901—Powder blue over powder blue
T 31 Y 7902—Navy blue lace over navy blue
T 31 Y 7903—Dusty rose lace over dusty rose
Shipping weight 2 pounds. . . Each \$16.50

Measurement charts and information . . . see blue section in back of the book

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta whichever is nearest. Order and pay postage from your Sears Mail Order House

- F** Flattering Low-banded Dress, shaped with ease in shantung-textured cotton and Cupon® rayon . . . smart in navy or black. The slim skirt has back kick pleat, 2-inch hem. Self-aligning flowers. Hand wash separately. Hat sold on page 9

Half sizes 14½, 16½, 18½, 20½, 22½, 24½
Women's sizes 38, 40, 42, 44.
Order correct size. Ship. wt. 1 lb. 4 oz.
T 31 Y 6715—Navy blue . . . \$10.84
T 31 Y 6716—Black . . . 10.84

- G** Dramatic Embroidery Sheath in lightweight, all-over embroidered cotton eyelet, fully lined in acetate taffeta. Dress is "puffed" at the side, trimmed with a touch of glitter. Neckline cups to a shimmery V to back, long back zipper and kick pleat. Dry clean. For straw hat, see page 4.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½, 26½
Measure, please order your correct size. Shipping weight 1 pound.
T 31 Y 7506—Black . . . \$12.84

- H** New High-line Silhouette lifts the waistline with a width of black velvet bows it in back with long streamers. In white ribbed rayon and acetate that has a waffle-weave effect. Long back zipper back kick pleat, 2 inch hem. Hand wash. Order correct size. Shipping weight 1 pound

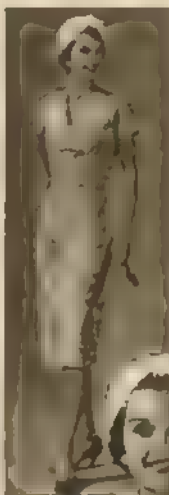
Half sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½, 26½
Measure, sizes 14, 16, 18, 20
T 31 Y 5991—Spring green (lt.) \$7.84
T 31 Y 5992—Coral pink . . . 7.84

\$7.84
T 31 Y 5991
T 31 Y 5992

F 14½ to 22½, 28 to 44 \$10.84 G \$12.84 14½ to 22½

The Ensemble

.. a beautifully detailed dress
to wear with or without its jacket



A

\$15.70
14½ to 24½

B

\$9.54
14½ to 24½
26 to 44
14 to 20

C

\$15.00
14½ to 20½

D

\$12.84
14½ to 24½
26 to 44

48 SEARS
FLOOR
ABUJL2

A **Loose Jacket, Crepe Dress meet** in perfect elegance for those very special moments. Gently molded jacket of Chantilly-type lace (acetate and nylon) is dyed to match the dress. The handsome, by detailed dress is in our finest quality, finely ribbed acetate and rayon crepe. Dress has tucked bodice in front, slender skirt with 3-gore back 2 in. hem. Dry clean. More fashions for these special occasions on pages 19 and 46.
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. *Measure* order your correct size. Ship wt. 1 lb. 8 oz.
T 31 Y 7987 Light blue \$19.70
T 31 Y 7990 Rose 15.70
T 31 Y 7991 Navy blue 15.70

B **New Twin Printings** of early blooming flowers, massed on a sophisticated late-day ensemble. Matching jacket of sheer nylon chiffon over slim sheath of acetate taffeta. Sleeveless dress has cut out and tab neckline scooped in front 2-inch hem. Hand wash separately. Ship wt. 1 lb. 2 oz.
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. *Women's sizes* 38, 40, 42, 44. *Men's sizes* 14, 16, 18, 20. *Measure*, order your correct size.
T 31 Y 5975 Cornflower blue print on white . . . 2-pcs. \$9.54
T 31 Y 5976 Rose and pink print on white . . . 2-pcs. \$9.54

C **Suit-style Ensemble** in linen-look rayon woven with an exquisite rose pattern . . . resembles fine damask. Hip-tail jacket is gently shaped and bowed in front subtly suggesting the new high-line look. The dress is touched with white pique at the neckline . . . in back it has a long zipper and kick pleat 2-inch hem. Semi-lined jacket. Dry clean. Ship wt. 2 lbs.
Half sizes 14½, 16½, 18½, 20½, 22½. *Order your correct size*.
T 31 Y 7992 Spring brown (med.)
T 31 Y 7993 Medium blue
Each 2-pc. outfit . . . \$19.00

D **A Dress and its Jacket** are fashion partners in an ensemble of shantung-textured cotton and Cupioni® rayon. Fitted jacket is crapped to just above the waist. The dress has a V neckline in back while in front it is scooped and bowed. Its skirt is a whirl of tucks that are both graceful and flattering. Dry clean. Ship wt. 1 lb. 10 oz.
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. *Women's sizes* 38, 40, 42, 44. *Order correct size*.
T 31 Y 7509 Lt. peacock blue
T 31 Y 7510 Navy blue
Each . . . \$12.84

MEASURE TO BE SURE How to measure information and charts in blue section in back of the book. Dresses on these two pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Sears Mail Order House.

*Tall Women's sizes about 5 inches longer than regular women's sizes.



The Suit-Dress . . . a 'round-the-clock fashion

\$8.84 14½ to 24½ \$9.54 26½ to 44T

The Easy going Silhouette becoming to everyone textured rayon with a mesh weave. The jacket's blouseband bowed in back over peplum. Slim skirt, back kick pleat 3-in. hem. Hand wash separately. *State size*. Ship wt. 2 lbs.
Half sizes 14, 16, 18½, 20½, 22½. *Please be sure to measure*.
T 31 Y 5979 Medium open blue \$8.84
T 31 Y 5980 Lt. muslin brown 8.84
Tall* Women's 38T 40T 42T 44T
T 31 Y 6079 Medium open blue \$9.54
T 31 Y 6080 Lt. muslin brown 9.54

\$6.84 14½ to 24½ \$7.54 26½ to 44T

The Graceously Colored Dress fine ly ribbed acetate and rayon faille. Color has scalloped front row on parting all around, front pockets. Slim skirt back kick pleat 2 inch hem. Dry clean. *Order correct size*.
Half sizes 14, 16, 18½, 20½, 22½, 24½. *Shipping weight 1 lb. 3 oz.*
T 3 Y 3713 Navy \$6.84
T 31 Y 3714 Black 6.84
Tall* Women's 38T 40T 42T 44T
T 3 Y 3933 Navy T 31 Y 3934 Black
Ship wt. 1 lb. 3 oz. . . Each \$7.54

\$9.84 14½ to 24½

The Dressmaker Look in lightweight cotton with a subtle texture. The skirt's ruffles, delicate, cuffed neckline yoke with white applied braid trim, and low, rhinestone high lights. Back bodice is tucked above peplum skirt has 2 inch hem. Hand wash separately.
Half sizes 14, 16½, 18½, 20½, 22½, 24½. *State size*. Ship wt. 1 lb. 4 oz.
T 31 Y 6717 Dusty open blue (med.)
Each. \$9.84

Little-Iron Cotton

A Bow Collar Dress in combed pique-type cotton with a fine texture. Hand wash separately, drip dry. V neckline and long zipper in back. Front of skirt has but- toned band detail, set-in pockets. Back kick pleat. *State size* Wt. 1 lb. 8 oz. *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *T 31 Y 5995*—Light lavender \$7.87 *T 31 Y 5996*—Navy blue 7.87 *Tall Women's sizes* 38T, 40T, 42T, 44T. *T 31 Y 6095*—Light lavender \$8.54 *T 31 Y 6096*—Navy blue 8.54

A
\$7.87
14½ to 24½
\$8.54
38T to 44T



D \$7.96 \$8.81
14½ to 24½ 40 to 52

E \$6.84
14½ to 24½

MEASURE TO BE SURE—see charts in Blue Section in back of book. The dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Sears Mail Order House.



B \$5.84 \$6.54
14½ to 24½ 38 to 44T

C \$8.84
14½ to 42T

Woven Check Gingham... neat as a pin!

B Step-in Shirtdress. Embroidered looking embroidery on collar and front of dress. Set-in pockets, 2-inch hem. Washable Nylon wt. 12 oz. *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Women's sizes* 36, 38, 40, 42, 44. *State size*. *T 31 Y 6757*—Black and white *T 31 Y 6758*—Light open blue and white. Each \$5.84 *Tall Women's sizes* 38T, 40T, 42T, 44T. *State size*. *T 31 Y 6797*—Black and white *T 31 Y 6798*—Light open blue and white. Each \$6.54

C Dress and Jacket high lighted with embroidered embroidery in the center. Washable polyester of white cotton pique. Shirtdress has a scoop neckline in back, slim skirt with set-in pockets. 3-gore back. Combo. *State size*. Hand wash separately, drip dry, wrinkle resistant. Wt. 1 lb. *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *State size*. *T 31 Y 5993*—Black and white woven checks \$8.84 *T 31 Y 5994*—Pink and white woven checks \$8.84

Dacron® Batiste... needs little ironing

D Embroidery and Tucks accent the front of this step-in dress. 3-in. hem. Dacron batiste, automatic wash "m" wens, machine wash, see p. 33. *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Women's sizes* 36, 38, 40, 42, 44. *State size* Wt. 1 lb. *T 31 Y 5997*—Light blue \$7.96 *T 31 Y 5998*—Coral pink 7.96 *T 31 Y 5999*—Lt. lilac 7.96 *Larger Women's* 46, 48, 50, 52. *State size* Shpg. wt. 1 lb. *T 31 Y 6097*—Light blue \$8.81 *T 31 Y 6098*—Coral pink 8.81 *T 31 Y 6099*—Lt. lilac 8.81

E Tucks and Looping add pretty detail to this classic shirtdress. The skirt has unpressed pleats all around, 2-inch hem. Rhinestone glitter buttons. Easy-care Dacron batiste with a chain and dot print. Hand wash separately, drip dry. *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *State size* Shipping weight 11 ounces. *T 31 Y 3700*—Black print on white ground \$6.84 *T 31 Y 3707*—Sage green print on white ground \$6.84



\$10.84

14½ to 24½
36 to 44

\$10.84

14½ to 27½

Cool, Cool Mesh . . wonderful textured fabric of acetate and nylon that sheds wrinkles

Easy-to-wear Coat Dress with a smart simplicity of line becoming to every age every figure. Exceptionally well made. Criss-cross detail at front neckline. Shoulder flanges multi-tucked and gored skirt. 2-inch hem. Acetate and nylon mesh hand wash separately. wrinkle-resistant.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Women's sizes 38, 40, 42, 44. State size. Shpg. wt. 1 lb. 8 oz.

T 31 Y 6719—Powder blue \$10.84
T 31 Y 6720—Navy blue 10.84
T 31 Y 6721—Dusty rose 10.84

Two-piece Dress travels with at most ease. The peplum jacket has a detachable overcollar of crisp white linen-look rayon. A fabric bow accents the waistline in back. The slim skirt has a back kick pleat, 2 inch hem. Acetate and nylon mesh hand wash separately. wrinkle-resistant. Measure order correct size.

Half sizes 14½, 16½, 18½, 20½, 22½. Shipping weight 1 pound 8 ounces.

T 31 Y 6722—Navy blue \$10.84
T 31 Y 6723—Dusty rose 10.84
T 31 Y 6724—Powder blue 10.84

See Fabric Samples or Sears Catalog Sales Offices or Catalog Sales Desk of your nearest Sears Retail Store. See pages immediately preceding blue section in back of the book for complete information.



\$9.54 14½ to 24½
36 to 44

\$10.54 46 to 50

\$10.84 14½ to 24½

\$11.84 26½ to 44½

Semi-sheer Boucle . . new nubby-textured fabric of rayon and acetate . . wrinkle resistant

Classic Casual, the coat dress with tucked shoulder yoke, bow and glittering rhinestone trim. Easy flared skirt has 3-inch hem. Rayon and acetate boucle. lightweight nubby-textured fabric with white flecks. travel perfect, wrinkle resistant. Hand wash. State size. Shipping weight 1 lb. 10 oz.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Women's sizes 38, 40, 42, 44.

T 31 Y 5977—Lavender with white \$9.54
T 31 Y 5978—Rose pink with white 9.54

Larger Women's sizes 46, 48, 50, 52.

T 31 Y 6077—Laven. lcr. w. white \$10.54
T 31 Y 6078—Rosepink with white 10.54

Beautifully Detailed Dress with tab-trimmed neckline. Tucked bodice, shoulder flanges, scoop neckline in back. Multi-gored skirt has 2-inch hem. Lightweight, textured rayon and acetate boucle with white flecks. resists wrinkles. Hand wash separately. State size. Shpg. wt. 1 lb. 12 oz.

Half sizes 14½, 16½, 20½, 22½, 24½.

T 31 Y 6725—Beige with white \$10.84
T 31 Y 6726—Lt. green with white 10.84

Tall* Women's 38T, 40T, 42T, 44T.

T 31 Y 6875—Beige with white \$11.84
T 31 Y 6876—Lt. green with white 11.84

*Almost 2½" between longest back together women's sizes.

NO DOWN PAYMENT needed when you add to your Easy Payment Account see inside back cover

FORM 1000 SEARS 51

NAVY BLUE

especially
flattering in
half sizes, women's
and larger sizes



Small
or Print
10 1/2 to 24 1/2

4 1/2 to 24 1/2
30 to 44
40 to 50

4 1/2 to 24 1/2

Small or Print
10 1/2 to 24 1/2
30 to 44
40 to 50



Big Collar Dress, printed or plain shantung-textured cotton and Curioni® rayon. Collar has white appliqued trim all around. Flattering multi-gored skirt. 2-inch hem. Hand wash separately. Shipping weight 1 pound 8 ounces. Please measure, order correct size. Half sizes 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2.

Solid Color

T 31 Y 6729 Navy blue \$9.84

T 31 Y 6730 Light violet 9.84

Polka Dot Print

T 31 Y 6777 Navy white dots \$9.84

T 31 Y 6728 Lt. violet, white dots 9.84

52 SEARS
PCRMN
AND/OR

Full-skirted Dress designed with figure-flattering lines. Luster stripe rayon and acetate with a leno weave. Dress has shoulder flanges, white neckband trim, glitter-studded bow. Wide gored skirt. Hand wash separately. Shipping weight 1 pound. Please measure, order correct size. Half sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Women's sizes 38, 40, 42, 44. T 31 Y 3710 Navy, navy stripes \$5.84. T 31 Y 3711 Black, black stripes 5.84. T 31 Y 3712 Lt. blue white stripes 5.84. Larger Women's sizes 46, 48, 50, 52. T 31 Y 3903 Navy, navy stripes \$6.54. T 31 Y 3906 Black, black stripes 6.54. T 31 Y 3907 Lt. blue white stripes 6.54.

One-piece Dress that has the manners and appearance of a two-piece suit dress. Smart-looking in navy or geranium pink. Tailored in a blend of rayon and Hemberg rayon with a shantung texture. Dress is gently boussed in back above all-around peplum. White over collar trimmed with rhinestones and braid applique. Step-in style buttons to below waist. Slim skirt has back kick pleat. 2-inch hem. Hand wash separately. Shipping weight 1 pound 8 ounces. Half sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Order correct size. T 31 Y 5984 Navy blue \$8.84. T 31 Y 5985 Geranium pink (med.) 8.84.

Shirtwaist Dress choice of sleeve length and fabric. Dress has tucked-front, shoulder flanges. Gored skirt. Hand wash separately. Size 12. Long-sleeve dress, fine quality, smooth rayon crepe. Ship. wt. 14 oz. Half sizes 12 1/2, 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Women's 36, 38, 40, 42, 44. T 31 Y 3850 Navy with white dots \$5.84. Larger Women's sizes 46, 48, 50, 52. T 31 Y 3950 Navy with white dots \$6.54. Short-sleeve dress in abet Hemberg rayon. Shipping weight 10 ounces. Half sizes 12 1/2, 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Women's 36, 38, 40, 42, 44. T 31 Y 3653 Navy with white dots \$5.84. Larger Women's sizes 46, 48, 50, 52. T 31 Y 3923 Navy with white dots \$6.54.



\$9.54 14W to 24W

\$6.84 14W to 24W



\$6.84
14W to 24W
26 to 44



\$6.84 14W to 24W

\$7.54 30T to 40T

\$6.84 14W to 24W

Easy-care, Easy-wear Jersey Dresses

Quick to launder... need little or no ironing, resist wrinkles

Celoperm Jersey acetate with woven stripes. Youthful coat dress has its own matching scarf. Rhinestone-studded buttons parade down the front, bow tie sleeves. Skirt has unpinned front pleats. Hand wash separately. **WT. 1 lb. 10 oz.**
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Slate case.
T 31 Y 5989 Navy blue with white stripes \$9.54
T 31 Y 5990 Turquoise blue with white stripes \$9.54

Flowering Arnel Jersey, richly printed, easy-care fabric, needs no ironing, sheds wrinkles. Gravely beautiful. Dress has V-neckline, shoulder lucks, and all around pleated skirt. Washable. **WT. 1 lb. 10 oz.**
Half sizes 14½, 16½, 18½, 20½, 22½, 24½.
Measure, order correct size.
Shipping weight 1 pound.
T 31 Y 3700-L cornflower blue and turquoise blue and green print on white \$6.84

Paisley Stripe

Lustrous cotton-and-acetate pongee

Versatile Shortwaist, richly colored acetate and cotton pongee. Dress has shoulder lucks, and a wide graceful multi-colored skirt. Hand wash separately. **Order correct size.** **Ship** pump weight 12 oz.
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Women's sizes 36, 38, 40, 42, 44.
T 31 Y 3709 M. Iticolor print on very beige \$6.84

Textured Cotton and Cupioni® Rayon

Lightweight blend that has a subtle shantung texture

Trim Sheath adds a pretty bow to tie at up its easy lines. Notion and ab trim med front, hip pockets. Skirt has back kick pleat. 2 inch hem. and wash separately. **Order correct size.**
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. WT. 10 oz.
T 31 Y 3703 Marl gray \$6.84
T 31 Y 3704 Taupe brown \$6.84
Tall Women's* sizes 38T, 40T, 42T, 44T. WT. 0 oz.
T 31 Y 3902 Marl gray \$7.54
T 31 Y 3904 Taupe brown \$7.54

*Short 31 Y 3703-10000
 When you order, specify a size

Full skirted Coat Dress takes a sash with white discs printed polka dots. The skirt is a graceful sweep of multi tiers and gores. Cotton and Cupioni® rayon hand wash. **Slate case.**
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. WT. 1 lb.
T 31 Y 3716-L open blue with navy cash \$6.84
T 31 Y 3717 Ivory beige with tomt cash \$6.84
T 31 Y 3718 Black with black cash \$6.84

Dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order an I pay postage from your Sears Mail Order House. How to measure information and charts in blue section is back of book.

You can OPEN a Sears Easy Payment Account if your order totals \$20.00 or more

See inside back cover

PCNHP
 ADLSE SEARS 53

Linen-Look Fashion Fabrics

\$5.84
each



12 to 20
4 1/2 to 22 1/2

Flounced Dress in rayon acetate and 15% silk. A textured linen-look fabric. New eased silhouette button front. Hand wash separately. Ship wt. 1 lb. 3 oz.
Misses' sizes 12, 14, 16, 18, 20. Half sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2. Slate color.
T 31 Y 3589—Mid-spring brown
T 31 Y 3590—Light blue
T 31 Y 3591—Light blue
Each \$5.84

New Belted Salt Dress in linen-look rayon. Smart, unlined jacket is fashionably easy fitting. Belt loops bow the belt in place. Slim skirt has back kick pleat. Dry clean.
Misses' sizes 10, 12, 14, 16, 18. Order correct size. Shipping weight 1 lb.
T 31 Y 3584—Rust tan
T 31 Y 3587—Geranium rose
T 31 Y 3588—Navy blue
Each \$5.84

Cotton and Cupioni® Rayon

\$5.84
each



7 to 20
4 1/2 to 24 1/2

Slim Dress in fine pima cotton and Cupioni® rayon. A lustrous, shantung-textured fabric. White collar with black rayon grosgrain ribbon trim. Long back zipper, back kick pleat. 2-inch hem. Hand wash separately.
Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size. Shipping weight 13 oz.
T 31 Y 3592—Medium gray
T 31 Y 3593—Taupe brown
Each \$5.84

Youthful Sheath in shantung textured cotton and Cupioni® rayon. White polka dotted trim at front hip-line. Back zipper, back kick pleat. Hand wash separately.
Misses' sizes 12, 14, 16, 18, 20. Half sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Slate color.
T 31 Y 3583—Navy blue
T 31 Y 3584—Lt. copper blue
T 31 Y 3585—Lt. spring green
Ship wt. 1 lb. Each \$5.84

OPPOSITE PAGE

A 2-Pc. Dress in woven check Arnel and cotton. Fitted jacket with cotton velvet trim. Slim skirt back kick pleat. Hand wash separately.
Misses' sizes 12, 14, 16, 18, 20. Half sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Ship. wt. 10 oz.
T 31 Y 3580—Brown, white
T 31 Y 3581—Black, white
State size Each \$5.84

B Step-in Shirtheist in Arnel and cotton. Back of bodice has shoulder yoke two buttoned tabs and center pleat. Convertible collar, 2-inch hem. Hand wash separately.
State size Ship. wt. 1 lb.
Misses' sizes 12, 14, 16, 18, 20. Half sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2.
T 31 Y 3577—Light blue
T 31 Y 3578—Pink
T 31 Y 3579—Light spring green. Each \$5.84

C Eased Shirtdress in woven plaid Arnel and cotton. Button-down collar, roll up sleeves, 2-inch hem. Belt incl. Hand wash separately. Hat sold in hat section. Wt. 11 oz.
Misses' sizes 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.
T 31 Y 3114—Medium sage green and white \$5.84
T 31 Y 3115—Medium copper blue and white \$5.84
T 31 Y 3116—Medium spring brown and white \$5.84

D Classic Shirtheist 65% Dacron, 35% cotton. Roll up sleeves, 2-inch hem. Hand wash separately. Ship wt. 1 lb. 3 oz.
Misses' sizes 12, 14, 16, 18, 20. Half sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2.
State size Ship wt. 13 oz.
T 31 Y 3573—Turquoise blue and white stripes \$5.84
T 31 Y 3574—Rose pink and white stripes \$5.84

E Scoop Neck Dress 65% Dacron, 35% cotton in a warp-effect print. Gathered skirt, 2-in hem. Hand wash separately. Ship wt. 1 lb. 3 oz.
Misses' sizes 12, 14, 16, 18, 20. Ship. wt. 13 oz.
T 31 Y 3575—Turquoise blue, tan and green \$5.84
T 31 Y 3576—Red, light blue and green \$5.84

F Planted Skirt Dress in durable 100% nylon taffeta. Excellent value. Hand wash alone, drip dry. Pleats stay.
Misses' sizes 12, 14, 16, 18, 20. Half sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2.
Order correct size.
T 31 Y 3568—Orange, gold and brown print on white
T 31 Y 3569—Turquoise blue and green print on white
Ship wt. 10 oz. Each \$5.84

MEASURE see blue section in back of book. Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Mail Order House.

Carefree ARNEL

in a 50-50 blend with cotton. A wonderful fabric that is wrinkle-resistant . . . needs little ironing

\$5⁸⁴
each

65% Dacron* . .

35% cotton . . . slurs wrinkles, needs only touch-up ironing

\$5⁸⁴
each



Nylon Taffeta . . \$5⁸⁴
touch-up ironing only!

*Deposited T.M. for polyacrylonitrile fiber

FORMER ARNELS SEARS 55

Shirt-waist Dresses

in Cotton

only

\$5.84 EACH



↑ A 14 to 20, 20½ to 24½

B 8 to 10 to 12 to 14

C 12 to 20

A Cotton Botiste . . . finely woven fabric that needs little ironing. Coat-dress has tiny embroidered rosebuds on its collar and front . . . flaring, gored skirt. Washable. *Misses' sizes 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. Shpg. wt. 12 oz.*
T 31 Y 4317—Light blue . . . \$5.84
T 31 Y 4318—Light olive green . . . \$5.84

C Cotton Print . . . needs little ironing. Step-in style; convertible collar. Gathered yoke, tab trim in back. Skirt of unpressed pleats. Hand wash dress and wash separately. Bow clip sold on page 10. *Misses' sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb. 3 oz.*
T 31 Y 4598—L.L. blue on white . . . \$5.84
T 31 Y 4599—Rose pink on white . . . \$5.84

E Cotton Chino . . . lustrous, little-iron fabric that resists wrinkles. Harmonizing cummerbund with shoulder yoke; kick pleat; 2-inch hem. *Misses' sizes 10, 12, 14, 16, 18. State size. Shpg. wt. 1 lb. 3 oz.*
T 31 Y 4493—Light blue . . . \$5.84
T 31 Y 4495—Sand beige . . . \$5.84

B 2-ply Rib Cotton Knit . . . very fine quality. Trim step-in sheath . . . eased back with inverted pleats and half belt. Skirt has back kick pleat. 2-in. hem. Hand wash. Shpg. wt. 1 lb. 1 oz.
Fits Juniors and Misses' . . . State size 9-10, 11-12, 13-14, 15-16, 17-18.
T 31 Y 4621—Light beige . . . \$5.84
T 31 Y 4622—Peacock blue . . . \$5.84

D Combed Cotton Broadcloth . . . very fine quality. Full-skirted shirtwaist dress, step-in style, has back shoulder yoke with action pleats. Washable. *Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. State size. Shpg. wt. 1 lb. 2 oz.*
T 31 Y 4589—Sky blue . . . \$5.84
T 31 Y 4590—Light green . . . \$5.84

SHOWN OPPOSITE PAGE

F Tie Print . . . Everglaze® cotton with a soft luster. Bodice has double-breasted effect; multi-gored skirt. Washable. Shipping wt. 15 oz.
Half sizes 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44; Larger Women's 46, 48, 50, 52. State size.
T 31 Y 4753—Peacock blue . . . \$5.84
T 31 Y 4754—Rose red . . . \$5.84

G Houndstooth Woven Check and Cotton . . . little-iron fabric, resists wrinkles. 2-pc. dress . . . top has tab trim. Back pleat; 2-in. hem. Washable. *Fits Juniors and Misses' . . . State size 9-10, 11-12, 13-14, 15-16, 17-18. For hat, see hat section.*
T 31 Y 4504—Sun gold and white
T 31 Y 4505—Black and white
Shpg. wt. 1 lb. . . . Each \$5.84

H Flowering Cotton Print . . . lustrous, little-iron fabric. Flounced sheath . . . cowl collar ties in back with shallow V neckline; back zipper. Hand wash separately. *State size. Misses' sizes 12, 14, 16, 18, 20; Half sizes 12½, 14½, 16½, 18½, 20½, 22½.*
T 31 Y 4602—Rose pink print
T 31 Y 4603—Med. blue print on white. Wt. 14 oz. Ea. \$5.84

J Pretty Princess Dress in fine combed cotton broadcloth . . . fresh touches of white at neckline and pockets . . . full gored skirt. Pin included. Washable. *Order correct size. Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. Shpg. wt. 1 lb.*
T 31 Y 4615—Light blue . . . \$5.84
T 31 Y 4616—Navy blue . . . \$5.84

K White Deco Dots spaced on cotton broadcloth. Long torso bodice has tucked hipband; unpressed pleated skirt. Back zipper, square neckline. Belt included. Washable. *Fits Juniors and Misses' . . . State size 9-10, 11-12, 13-14, 15-16, 17-18. Shpg. wt. 1 lb. 1 oz.*
T 31 Y 4587—Red . . . \$5.84
T 31 Y 4588—Black . . . \$5.84

L Tapestry Flower Print on little-iron cotton hopsacking; resists wrinkles. Slim sheath . . . scoop neckline, back zipper, kick pleat; 2-in. hem. Washable. Jewelry sold on page 9. Shipping wt. 1 lb. 1 oz.
Misses' sizes 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. State size.
T 31 Y 4591—Geranium rose, gold and brown on lt. beige
T 31 Y 4592—Turquoise blue and gold on lt. beige. Ea. \$5.84

M Drip-dry Cotton Print . . . needs little ironing. Full skirt of stay-in pleats! Washable. *Order correct size. Misses' sizes 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. Shpg. wt. 1 lb.*
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White Duco Dots printed on finely woven textured rayon fabric. Smart slim dress... white embossed cotton undercollar... rhinestone pin and belt buckles. Long back zipper; back kick pleat; 3-inch hem. Hand wash separately. *State size.* Shpg. wt. 13 oz.
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Full *Misses' sizes* 12T, 14T, 16T, 18T.
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Shantung-textured Rayon with white and dark color dots. Back zipper. Hand wash separately. Shipping weight 11 oz.
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88% Rayon, 12% Silk... beautiful, textured fabric. Becoming coat dress with slightly flared skirt. Hand wash separately.
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T 31 Y 2160—Navy; white, rose and pink print... \$5.00
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